

Hotel, Catering and Tourism Training Board  
酒店、飲食及旅遊業訓練委員會



Tourism Industry  
Manpower Survey Report  
旅遊業 • 人力調查報告書

2019



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# **2019 Manpower Survey Report**

## **Tourism Industry**

Hotel, Catering and Tourism Training Board

Vocational Training Council

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# **I. Executive Summary**

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## **Background**

1.1 The Hotel, Catering and Tourism Training Board (Training Board) conducted a manpower survey of the tourism industry from August to October 2019, with the data reference date as of 1 August 2019. This report presents the survey findings of the latest manpower situation of the industry and proposes recommendations on the manpower demand and training needs to the industry, employers, employees, training providers and Government having considered the business outlook.

## **Survey Coverage**

1.2 The survey covered the airline companies branch, travel agents and airline ticket agents branch and sizeable establishments of the Meetings, Incentives, Conventions and Exhibitions (MICE) sector of the tourism industry. A total of 438 establishments, comprising full coverage of 116<sup>1</sup> airline companies, 314 from the travel agents and airline ticket agents, out of 2 561 establishments of the branches recorded in the central registrar of the Census and Statistics Department (C&SD) and 8<sup>2</sup> sizeable MICE companies as supplementary samples, were selected. The selected establishments were required to provide manpower information based on the list of the principal jobs, which were defined and considered significant by the Training Board. The principal jobs were classified in four levels, i.e. (a) managerial/professional level, (b) supervisory/technical level, (c) clerical/operative level, and (d) secretarial/others level, according to the level of responsibility, complexity of jobs and the skills, knowledge and training required.

## **Methodology**

### Survey Methodology

1.3 A stratified random sampling method is adopted to draw 430 sampled establishments from the Hong Kong Standard Industrial Classification list of the C&SD, and another 8

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<sup>1</sup> 25 airline companies out of 116 were invalid cases which were closed, ceased operation temporarily, without technical manpower in industry or not engaged in specific industry etc.

<sup>2</sup> 8 selected sizeable MICE companies including major MICE venue organisations and MICE coordinating companies with employment size over 100 employees.

establishments were also included as supplementary samples. The selected samples completed a questionnaire which comprised two parts: (i) quantitative manpower information by job levels and by principal jobs and (ii) supplementary information related to manpower situation. The data collection and enumeration processes were closely monitored and data was verified to ensure data quality. The effective response rate was 93.4%<sup>3</sup> after enumeration.

### Manpower Projection Methodology

1.4 The Training Board adopts the approach of statistical modelling for projecting the manpower demand of the tourism industry for the period from 2020 to 2023. The statistical model is built by considering relevant economic indicators which reflect important changes in the local economy, demography and labour market. The details of the projection methodology are provided in *Appendix 9*.

## **Findings**

### Number of Employees and Vacancies<sup>4</sup>

1.5 A total of 42 111 persons were employed in the principal jobs of the tourism industry as at 1 August 2019 (i.e. the reference date of the survey). Among them, about half (50.8%; 21 397 persons) were engaged in airline companies, 45.3% (19 087 persons) in travel agents and airline ticket agents, and the remaining 3.9% (1 627) in sizeable MICE companies. (*Table 1.1*)

1.6 Among the 42 111 employees, most of them (73.6%; 30 992 persons) were in the clerical/operative job level, followed by the supervisory/technical level (15.3%; 6 448 persons), managerial/professional level (9.3%; 3 928 persons) and secretarial/others level (1.8%; 743 persons). (*Table 1.1*)

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<sup>3</sup> Sampled establishments with suspended operation, change of industry, nil reply to the survey were considered invalid.

<sup>4</sup> Referring to full-time employees and vacancies unless specified.

**Table 1.1 Number of Employees by Job Level by Branch**

Job Level		Overall	Branch		
			Airline Companies (Branch 1)	Travel Agents and Airline Ticket Agents (Branch 2)	Sizeable MICE Companies (Branch 3)
Managerial/Professional	No.	<b>3 928</b>	1 422	2 328	178
	%	<b>9.3%</b>	6.6%	12.2%	10.9%
Supervisory/Technical	No.	<b>6 448</b>	2 673	3 319	456
	%	<b>15.3%</b>	12.5%	17.4%	28.0%
Clerical/Operative	No.	<b>30 992</b>	17 147	12 910	935
	%	<b>73.6%</b>	80.1%	67.6%	57.5%
Secretarial/Others	No.	<b>743</b>	155	530	58
	%	<b>1.8%</b>	0.7%	2.8%	3.6%
<b>Total</b>	<b>No.</b>	<b>42 111</b>	<b>21 397</b>	<b>19 087</b>	<b>1 627</b>
	<b>%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Number of Trainees/Apprentices

1.7 49 trainees/apprentices were reported as at 1 August 2019, which accounted for less than 0.5% of the total number of employees and trainees/apprentices (42 160) in the tourism industry. (Table 1.2)

**Table 1.2 Number of Trainees/Apprentices by Job Level by Branch**

Job Level		Overall	Branch		
			Airline Companies (Branch 1)	Travel Agents and Airline Ticket Agents (Branch 2)	Sizeable MICE Companies (Branch 3)
Managerial/Professional	No.	<b>0</b>	0	0	0
	%	<b>0%</b>	0%	0%	0%
Supervisory/Technical	No.	<b>1</b>	0	0	1
	%	<b>2.0%</b>	0%	0%	33.3%
Clerical/Operative	No.	<b>48</b>	3	43	2
	%	<b>98.0%</b>	100.0%	100.0%	66.7%
Secretarial/Others	No.	<b>0</b>	0	0	0
	%	<b>0%</b>	0%	0%	0%
<b>Total</b>	<b>No.</b>	<b>49</b>	<b>3</b>	<b>43</b>	<b>3</b>
	<b>%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>



1.8 The total number of vacancies was 596 as at 1 August 2019, representing a vacancy rate of 1.4% (vacancies as a percentage of the total of employees and vacancies) of the tourism industry. Similar to the number of employees, the majority of job vacancies (86.6%; 516 vacancies) were in the clerical/operative job level, followed by the supervisory/technical level (8.7%; 52 vacancies). (Table 1.3)

**Table 1.3 Number of Vacancies by Job Level by Branch**

Job Level		Overall	Branch		
			Airline Companies (Branch 1)	Travel Agents and Airline Ticket Agents (Branch 2)	Sizeable MICE Companies (Branch 3)
Managerial/Professional	No.	<b>24</b>	5	15	4
	Vacancy rate	<b>0.6%</b>	0.4%	0.6%	2.2%
Supervisory/Technical	No.	<b>52</b>	12	29	11
	Vacancy rate	<b>0.8%</b>	0.4%	0.9%	2.4%
Clerical/Operative	No.	<b>516</b>	200	299	17
	Vacancy rate	<b>1.6%</b>	1.2%	2.3%	1.8%
Secretarial/Others	No.	<b>4</b>	1	3	0
	Vacancy rate	<b>0.5%</b>	0.6%	0.6%	0.0%
<b>Total</b>	<b>No.</b>	<b>596</b>	<b>218</b>	<b>346</b>	<b>32</b>
	<b>Vacancy Rate</b>	<b>1.4%</b>	<b>1.0%</b>	<b>1.8%</b>	<b>1.9%</b>

Note:

$$\text{Vacancy rate} = \frac{\text{No. of vacancies}}{\text{No. of employees} + \text{No. of vacancies}} \quad (\text{for the respective branches and job levels})$$

### Employers' Forecasted Manpower Demand

1.9 The employers being surveyed expected that the manpower demand would remain stable for 2020. Their forecasted manpower demand only reflected a slight decrease of 0.03%, from 42 707 posts (i.e. number of employees + number of vacancies) in 2019 to 42 694 in 2020. (Table 1.4)

**Table 1.4 Employers' Forecasted Manpower Demand for 2020 by Job Level**

	Overall	Job Level			
		Managerial/ Professional	Supervisory/ Technical	Clerical/ Operative	Secretarial/ Others
(a) No. of Employees	<b>42 111</b>	3 928	6 448	30 992	743
(b) No. of Vacancies	<b>596</b>	24	52	516	4
(c) = (a) + (b) No. of Post	<b>42 707</b>	3 952	6 500	31 508	747
(d) Forecasted No. of Posts as of August 2020	<b>42 694</b>	3 951	6 500	31 496	747
(e) = (d) - (c) Forecasted No. of Posts Increased/Decreased as of August 2020	<b>-13</b>	-1	0	-12	0
(e) / (c) *100% % Changes of Forecasted No. of Posts Increased/Decreased as of August 2020	<b>-0.03%</b>	-0.03%	0.00%	-0.04%	0.00%

*Note: Readers are alerted to interpret the employers' manpower forecast data in this Manpower Survey Report with caution due to global and local economic uncertainties. In particular, the local tourism industry has been facing serious downturn since the social unrest started in June 2019 and was further aggravated with the outbreak of the pandemic COVID-19 since late December 2019. With the pandemic affecting every walk of life globally and locally, it is expected that industry manpower situation will be facing unprecedented challenges for a period of time even after it has subsided.*

#### Average Monthly Remuneration Package

1.10 It is noted that around 71% of the employees had monthly remuneration package from \$15,000 to \$30,000. Most of the employees at managerial/professional job level (77.8%) had monthly remuneration package of over \$30,000, while the majority of the clerical/operative level (66.3%) had \$15,001 to \$20,000. (Table 1.5)

**Table 1.5 Average Monthly Remuneration Package of Employees by Job Level**

Average Monthly Remuneration Package	Overall	Job Level			
		Managerial/ Professional	Supervisory/ Technical	Clerical/ Operative	Secretarial/ Others
\$10,000 or below	<b>1.5%</b>	0%	0%	1.4%	26.1%
\$10,001 - \$15,000	<b>14.8%</b>	0.1%	0.2%	18.9%	44.6%
\$15,001 - \$20,000	<b>52.5%</b>	5.8%	18.2%	66.3%	23.2%
\$20,001 - \$30,000	<b>18.4%</b>	16.3%	45.9%	13.2%	4.8%
\$30,001 - \$40,000	<b>7.3%</b>	21.0%	33.8%	0.1%	0.5%
\$40,001 or above	<b>5.6%</b>	56.8%	1.8%	0%*	0.8%
<b>Total No. of Employees</b>	<b>No.</b>	<b>3 928</b>	<b>6 448</b>	<b>30 992</b>	<b>743</b>
	<b>%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note:      indicate relatively higher percentages in the respective job levels

\* Less than 0.05%.

Preferred Education of Employees

1.11 Most of the employees at managerial/professional level were preferred to have education level of degree or above (75.0%), while most of those at clerical/operative level were preferred to have attained qualification of diploma/certificate and secondary 7 or below (80.9%). (Table 1.6)

**Table 1.6 Preferred Education of Employees by Job Level**

Preferred Education	Overall	Job Level			
		Managerial/ Professional	Supervisory/ Technical	Clerical/ Operative	Secretarial/ Others
First degree or above	<b>13.1%</b>	75.0%	29.4%	0.4%	2.0%
Sub-degree	<b>19.1%</b>	8.7%	29.0%	18.8%	4.6%
Diploma/Certificate	<b>34.6%</b>	15.3%	26.6%	40.0%	15.2%
Secondary 7 or below	<b>33.2%</b>	1.0%	15.0%	40.9%	78.3%
<b>Total No. of Employees</b>	<b>No.</b>	<b>3 928</b>	<b>6 448</b>	<b>30 992</b>	<b>743</b>
	<b>%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note:      indicate relatively higher percentages in the respective job levels

## Characteristics of New Recruits

1.12 Among the 2 212 new recruits, 25.8% were new recruits without tourism industry experience and/or tourism training. Besides, 9.9% of all new recruits were fresh graduates of tourism programmes, and they were recruited for working at clerical/operative level and secretarial/others level. (Table 1.7)

**Table 1.7 Characteristics of New Recruits in the Past 12 Months by Job Level**

	Overall	Job Level			
		Managerial/ Professional	Supervisory/ Technical	Clerical/ Operative	Secretarial/ Others
(a) Total no. of new recruits	<b>2 212</b>	91	230	1 869	22
(b) No. of new recruits <u>without tourism industry experience and/or tourism training</u>	<b>570 (25.8%)</b>	22 (24.2%)	35 (15.2%)	512 (27.4%)	1 (4.5%)
(c) No. of new recruits who were <u>fresh graduates of tourism programmes</u>	<b>219 (9.9%)</b>	0	0	215 (11.5%)	4 (18.2%)

*Note: Percentages in brackets are calculated on the basis of total number of new recruits.*

## Training Skills for Employees

1.13 Employers' first priority of training skills for employees varied between different levels of staff. (Table 1.8)

**Table 1.8 The 1<sup>st</sup> Priority of Training Skills for Employees in the Next 12 Months by Job Level**

1 <sup>st</sup> Priority of Training Skills		Job Level			
		Managerial/ Professional	Supervisory/ Technical	Clerical/ Operative	Secretarial/ Others
Managerial skills		53.1%	33.8%	2.3%	0%
Professional skills		24.7%	54.6%	50.8%	23.3%
Generic skills		1.0%	5.7%	28.6%	17.3%
Language		1.4%	1.7%	11.5%	35.0%
Considered no need for training		19.8%	4.3%	6.7%	24.4%
<b>Total No. of Companies with the Respective Level of Staff</b>	<b>No.</b>	<b>1 048</b>	<b>1 125</b>	<b>2 271</b>	<b>317</b>
	<b>%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note:      indicate relatively higher percentages in the respective job levels

## Manpower Analysis

### Manpower Changes (for Airline Companies and Travel Agents and Airline Ticket Agents)

1.14 The sizeable MICE companies were firstly included in the survey of 2019, and thus the comparison of results with year 2016 was restricted to airline companies and travel agents and airline ticket agents.

### Changes in Number of Employees between 2016 and 2019

1.15 The number of employees in airline companies and travel agents and airline ticket agents has slightly increased comparing to that of 2016, from 40 009 in 2016 to 40 484 in 2019, with an increment of 1.2%. The increment was contributed by the increase in clerical/operative staff, whereas minor decrements were recorded for other job levels. When analysed by branches, the number of employees in airline companies has increased for all job levels, with an overall increment of 6.2%, while decrement was found in travel agents and airline ticket agents for all job levels, with an overall decrement of 3.9%. (Table 1.9)

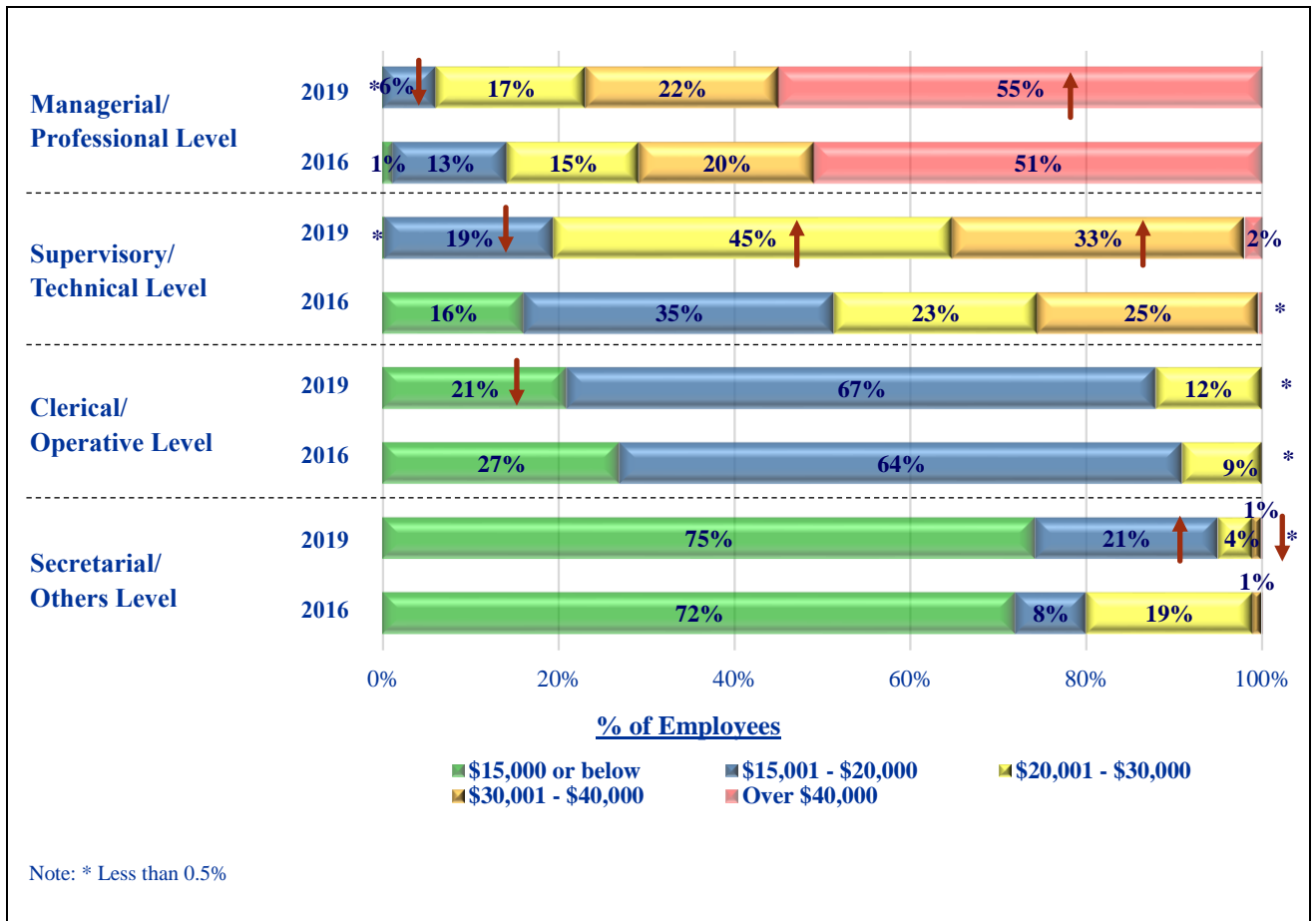
**Table 1.9 Changes in the Number of Employees between 2016 and 2019 by Job Level**

	Overall	Job Level			
		Managerial/ Professional	Supervisory/ Technical	Clerical/ Operative	Secretarial/ Others
<b>Overall</b>					
Year 2019	<b>40 484</b>	3 750	5 992	30 057	685
Year 2016	<b>40 009</b>	3 824	6 121	29 341	723
<i>No. of increase/decrease</i>	<b>+475</b>	-74	-129	+716	-38
<i>% change over 2016</i>	<b>+1.2%</b>	-1.9%	-2.1%	+2.4%	-5.3%
<b>Airline Companies (Branch 1)</b>					
Year 2019	<b>21 397</b>	1 422	2 673	17 147	155
Year 2016	<b>20 153</b>	1 402	2 622	15 990	139
<i>No. of increase/decrease</i>	<b>+1 244</b>	+20	+51	+1 157	+16
<i>% change over 2016</i>	<b>+6.2%</b>	+1.4%	+1.9%	+7.2%	+11.5%
<b>Travel Agents and Airline Ticket Agents (Branch 2)</b>					
Year 2019	<b>19 087</b>	2 328	3 319	12 910	530
Year 2016	<b>19 856</b>	2 422	3 499	13 351	584
<i>No. of increase/decrease</i>	<b>-769</b>	-94	-180	-441	-54
<i>% change over 2016</i>	<b>-3.9%</b>	-3.9%	-5.1%	-3.3%	-9.2%

Changes in Average Monthly Remuneration Package

1.16 Compared with the results of the 2016 survey, a general upward trend in the average monthly remuneration package was recorded across various job levels, while a slight downward trend between 2016 and 2019 was observed for the secretarial/others level. (Chart 1.1)

**Chart 1.1 Changes in Average Monthly Remuneration Package of Employees between 2016 and 2019 by Job Level**



**Business Outlook**

1.17 While the tourism industry was still trying to recover from the impacts of social incidents arisen locally in June 2019, the industry’s plight was further aggravated by the pandemic COVID-19 which started unexpectedly in December 2019. The industry has almost come to a complete halt when international travel bans were imposed throughout the early months of 2020 to contain the spread of the virus. Global travel reduced drastically due to postponement and cancellation of business and travelling plans. The local tourism industry has to face unprecedented catastrophic challenges with operators experiencing zero business volume.

1.18 The Government attaches strong commitment to the tourism industry which survival of related sectors including catering, hotel and retail are intertwined. Relief measures have been extended in phases to keep the industry afloat and to sustain employment. Hong Kong’s strategic role in attracting leisure and business travel to the region is still present. It is generally expected that when the pandemic has ceased and normalities have resumed, global

travelling will gradually pick up to recover interrupted business activities and suppressed leisure travel sentiments. Competition for business and leisure arrivals should regain momentum in the longer run. In facing rapidly changing global scenes and industry landscape, manpower structure and development strategies will need to respond timely and flexibly to align with evolving market needs.

### Manpower Projection and Annual Additional Manpower Requirement<sup>5</sup>

1.19 The manpower information (i.e. employees and vacancies) collected for the current and past manpower surveys was used to project the manpower trend of the tourism industry in the next four years. (Please refer to *Appendix 9* for more details). (*Table 1.10*)

1.20 The respective manpower projections and estimated annual additional manpower demand from 2020 to 2023 on the tourism industry were included as follows. (Covering only airline companies and travel agents and airline ticket agents as no historical data on MICE companies and only sizeable MICE companies were surveyed)

### Manpower Trend for 2020-2023

**Table 1.10 Manpower Trend for 2020-2023**

<u>Year</u>	<u>No. of Employees &amp; Vacancies</u>	<u>Projected Manpower Trend</u>
2019	41 048	-
2020	-	40 438 (-1.49%)
2021	-	40 337 (-0.25%)
2022	-	40 258 (-0.20%)
2023	-	40 195 (-0.16%)

*Note: Percentages in ( ) brackets indicate the percentage change of projected manpower demand as compared with that of the previous year*

<sup>5</sup> Readers are alerted to interpret the manpower projection data in this Manpower Survey Report with caution due to global and local economic uncertainties. In particular, the local tourism industry has been facing serious downturn since the social unrest started in June 2019 and was further aggravated with the outbreak of the pandemic COVID-19 since late December 2019. With the pandemic affecting every walk of life globally and locally, it is expected that industry manpower situation will be facing unprecedented challenges for a period of time even after it has subsided.



## Additional Annual Manpower Requirement

1.21 In order to estimate the additional manpower requirements of the industry in the coming years, both the manpower trend as mentioned in table. 1.10 and the industry leavers' rate of manpower are taken into consideration and the results using statistical formulae are as follows: (Table 1.11)

1.22 'Industry leavers' referred to employees leaving the tourism industry because of change of jobs to other industries, retirement, emigration and other reasons. Industry personnel were being consulted to estimate the rates for portraying a general direction and it took place before the widespread of the pandemic COVID-19. The Training Board considered that an annual rate of 1% for managerial/professional and supervisory/technical levels while 3% for other job levels in the tourism industry would be appropriate. However, with the pandemic affecting the global and local economy, readers are alerted to interpret the rate and the estimation thereof with caution.

**Table 1.11 Estimated Annual Additional Manpower Demand for 2020 to 2023**

Job Level	Industry Leavers' Rate	Additional Annual Manpower Requirement		
		(A) Manpower Trend	(B) Industry Leavers	(A)+(B) Total
Managerial/Professional	1%	-20	37	17
Supervisory/Technical	1%	-32	60	28
Clerical/Operative	3%	-159	907	748
Secretarial/Others	3%	-4	20	16
<b>Total</b>	-	<b>-215</b>	<b>1 024</b>	<b>809</b>

## **Recommendations**

1.23 The key recommendations important to stakeholders concerning the manpower and training needs are highlighted below. In view of the unprecedented changes experienced by the industry, readers are alerted to consider the recommendations in accordance with the 'new normal' of the industry setting.

### a. Employers

- (i) Support employees training during the slow period to position business for recovery.

- (ii) Employ both push-and-pull factors to encourage employees self-upgrading.
- (iii) Retain quality employees with competitive remuneration packages, flexible working arrangements, fast-track advancement and entrepreneurship opportunities through co-managing platforms.
- (iv) Optimise employee experience across the multi-generational workplace by cultivating a caring and open-minded corporate culture.
- (v) Maximise school students' exposure through experiential visits at their early life planning stages.
- (vi) Identify potential employees through collaborative projects, workplace training and assessments with schools and vocational and professional education institutes.

b. Employees

- (i) Adopt continuous self-upgrading mentality and attend industry activities and training.
- (ii) Leverage industry technologies with creativity and innovation for extending customer-centric niche products and personalised service.
- (iii) Strengthen soft skills, leadership and supervisory techniques for enhancing teamwork.
- (iv) Share real-life experiences with teachers, parents and students through community activities.
- (v) Customise coaching and mentoring schemes for retention of new entrants.

c. Training Providers

*Industry Trainers:*

- (i) Enhance training on emerging industry needs including digital competencies, global knowledge and value-added customer service skills.
- (ii) Organise management training programmes with learning and networking opportunities among different units and geographical locations for nurturing cultural

assimilation.

- (iii) Provide creative and flexible training initiatives and arrangements.

*Vocational Educators:*

- (i) Inspire potential students with the distinguished learning environment and industry exposure opportunities offered by quality training and education institutions.
- (ii) Extend outreach to industry personnel for timely update of training curriculum and activities according to industry trends and needs.
- (iii) Streamline students' classroom learning and workplace training with real-time online workplace assessment.
- (iv) Enhance students' industry professionalism with 21<sup>st</sup> Century skills, global exposure, cross-cultural sensitivity and customer-centric mindset to support international arrivals.
- (v) Tailor in-service training to address the emerging industry trends and developments.

d. Government

- (i) Continue to stabilise industry operations and safeguarding employment by offering relief measures.
- (ii) Drive overseas arrivals and promote local consumption with industry partners.
- (iii) Promote accessible tourism to facilitate arrivals.
- (iv) Enhance accessibility and infrastructure to attract overseas MICE business.
- (v) Inject additional resources to facilitate smart-learning initiatives.
- (vi) Subsidise classroom learning with workplace training and online assessment.
- (vii) Assist retirees or start-ups to work-from-home with technological support and relevant training.

- (viii) Increase work-incentive transport subsidies for working at distant tourism-related establishments.
- (ix) Uplift industry image with cross-sector campaigns to attract new entrants.
- (x) Liaise with employers to consider extending the retirement age and to re-engage fit and capable retirees.
- (xi) Formulate policies for recruiting, retaining and upskilling of relevant sources of manpower such as new immigrants and housewives.

## II. Introduction

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### Background

2.1 The Training Board of the VTC is appointed by the Hong Kong Special Administrative Region (HKSAR) Government to be responsible for determining the manpower situation and training needs of the tourism industry. The Training Board comprises members nominated by major trade associations, professional bodies, educational and training institutions and Government departments. The Working Party of the Manpower Survey is formed by selected members of the Training Board. The membership lists and terms of reference are listed in *Appendices 1 to 4*.

2.2 The Tourism Industry Manpower Survey is conducted every four years starting from 2019, followed by two periodic manpower updates through focus group and desk research to better reflect the changing trends of the manpower situation.

2.3 Data of this manpower survey was collected from August to October 2019, with the reference date on 1 August 2019. This report presents the survey findings of the latest manpower situation of the industry and proposes recommendations on the manpower demand and training needs to the employers, employees, training providers and the Government having considered to the business outlook.

### Objectives

2.4 The objectives of the manpower survey conducted for the tourism industry are:

- (a) To collect up-to-date manpower information by the principal jobs by level by branch in the industry.
- (b) To assess the industry's technical manpower situation.
- (c) To forecast training requirements in the near future.
- (d) To recommend to the VTC and relevant stakeholders the development of training strategies to meet the needs.

## Survey Coverage

2.5 The survey adopts the stratified random sampling method to carry out the fieldwork. Full coverage of 116 establishments from the airline companies, 314 establishments from the travel agents and airline ticket agents and 8 sizeable MICE companies (supplementary samples) were selected from 2 561 establishments with business in the tourism industry recorded on the central registrar of the Census and Statistics Department. The branches of the industry covered in the survey are shown as follows.

- 2.6
- (a) Branch 1 – Airline Companies
    - (i) HK-based airline & helicopter companies
    - (ii) Local representative offices of overseas airline companies (passenger)
    - (iii) Local representative offices of overseas airline companies (freight)
    - (iv) Air transport services - others
  - (b) Branch 2 – Travel Agents and Airline Ticket Agents
    - (i) Travel agency activities
    - (ii) Other reservation service and tourist-related activities
  - (c) Branch 3 (Supplementary Samples) – MICE venue organisation companies and MICE coordinating companies with 100 employees or more (sizeable MICE companies)

### **III. Methodology**

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#### **Sample Design**

3.1 Based on the Hong Kong Standard Industrial Classification list from the C&SD, the VTC designed the sampling plan and selected sampled establishments by adopting the stratified random sampling method. A total of 438 establishments, comprising 116 from airline companies, 314 from travel agents and airline ticket agents, and 8 sizeable MICE companies, out of 2 561 establishments of the industry were selected. The detailed sampling plan is at *Appendix 5*.

#### **Questionnaire Design**

3.2 The questionnaire designed for the survey comprised two parts. Part I collected quantitative manpower information by job levels and by principal jobs, and Part II collected supplementary information related to manpower situation. The list of principal jobs was defined by the Training Board with detailed job descriptions given for each job, and was classified in four skill levels as follows:

- (a) Managerial/Professional level
- (b) Supervisory/Technical level
- (c) Clerical /Operative level
- (d) Secretarial/Others level

3.3 While job titles adopted in the establishments might vary with the descriptions of the principal jobs, respondents were required to provide manpower information corresponding to the job descriptions and the skill levels of the principal jobs. The definition of terms and the survey documents including a sample questionnaire, explanatory notes, and job descriptions for the principal jobs are given in *Appendices 6 and 7*.

#### **Data Collection**

3.4 The data collection was carried out between August and October 2019. A pack of survey documents was given to each invited establishment. The respondents of the establishments were asked to provide manpower information of their establishment at the time

of the survey with the reference date on 1 August 2019. During the fieldwork period, enumerators assisted the respondents to complete the questionnaire through phone calls or on-site visits.

3.5 Various measures were taken to assure the quality of the data collection process. These included prior fieldwork preparation, thorough training of fieldwork staff, monitoring of the fieldwork execution, measures to increase the response rate, checking of the completed questionnaires, double data entry and validation of the collected data. The list of quality control measures is shown in *Appendix 8*.

### **Data Analysis**

3.6 Among the 438 sampled establishments, 271 were successfully enumerated, giving an effective response rate of 93.4%. Taking into account (i) the satisfactory response rate of individual branches, (ii) the satisfactory response rate from a majority of prominent and sizeable establishments, and (iii) the grossing-up of sample results based on the statistically-grounded method, it could be concluded that the survey findings presented in this report contributed to a significant level of representativeness of the sector. The response rate achieved for individual branch was also adequate to produce meaningful breakdown by branch.

### **Manpower Projection Methodology**

3.7 The Training Board adopts the approach of statistical modelling for projecting the manpower demand of the tourism industry for the period from 2020 to 2023. The statistical model is built by considering relevant economic indicators which reflect important changes in the local economy, demography and labour market. The details of the projection methodology are provided in *Appendix 9*.



## IV. Survey Findings

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### Overview

4.1 At the time of survey, there were 91 companies in airline companies, 2 213 in travel agents and airline ticket agents and 8 sizeable MICE companies. The number of companies in airline companies and travel agents and airline ticket agents by different employment sizes is given in the table below.

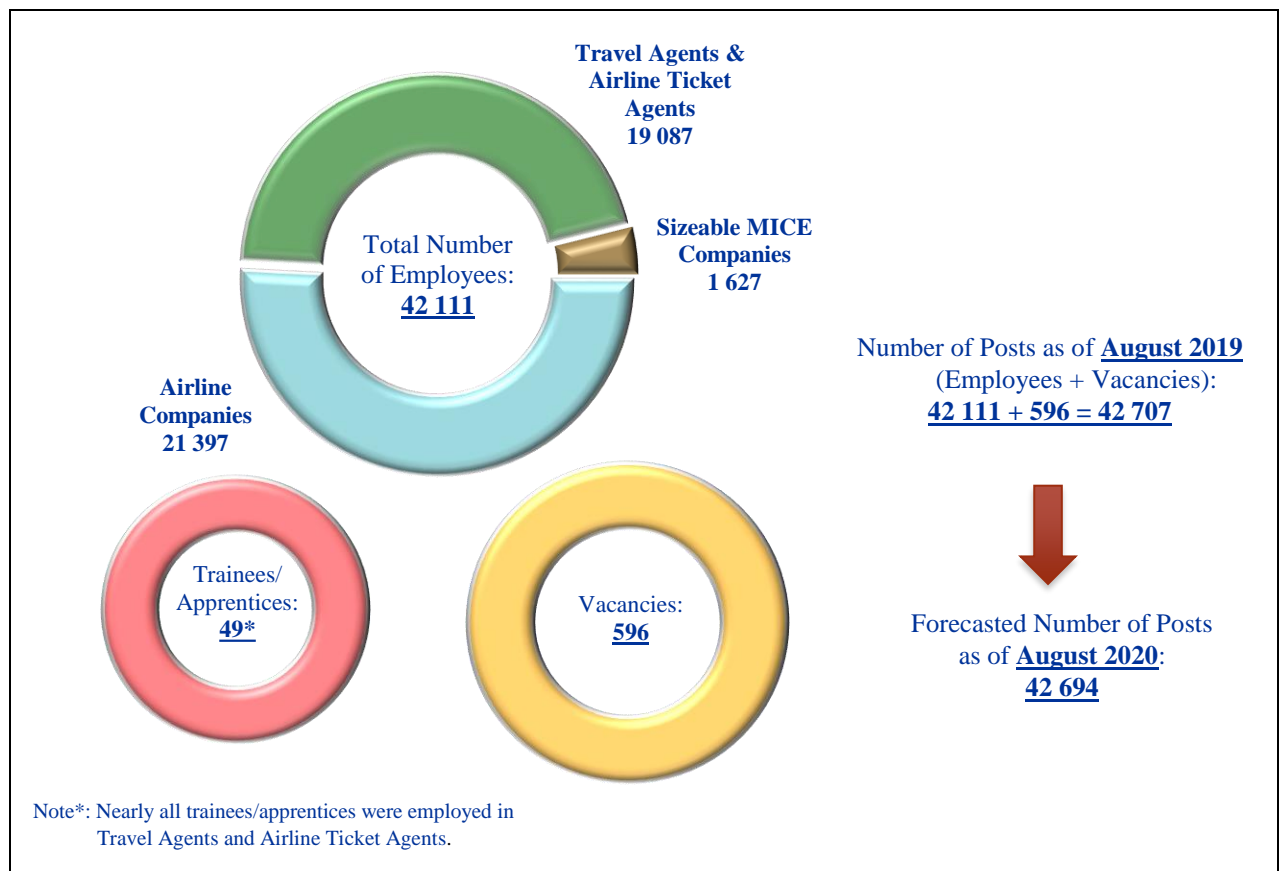
**Table 4.1 Number of Companies in Airline and Travel Agents and Airline Ticket Agents by Employment Size**

Employment Size	Airline Companies	Travel Agents and Airline Ticket Agents
1 – 9	36	1 824
10 – 49	35	343
50 – 99	7	25
100 or above	13	21
<b>Total No. of Companies</b>	<b>91</b>	<b>2 213*</b>

Note\*: Among which 47 operated their businesses through the Internet only.

4.2 It was estimated that a total of 42 111 persons were employed in the principal jobs of the tourism industry as at 1 August 2019 (i.e. the reference date of the survey). Among them, about half (50.8%) were engaged in airline companies, 45.3% in travel agents and airline ticket agents, and the remaining 3.9% in the sizeable MICE companies. (*Chart 4.1*)

**Chart 4.1 Overview of the Manpower Demand**

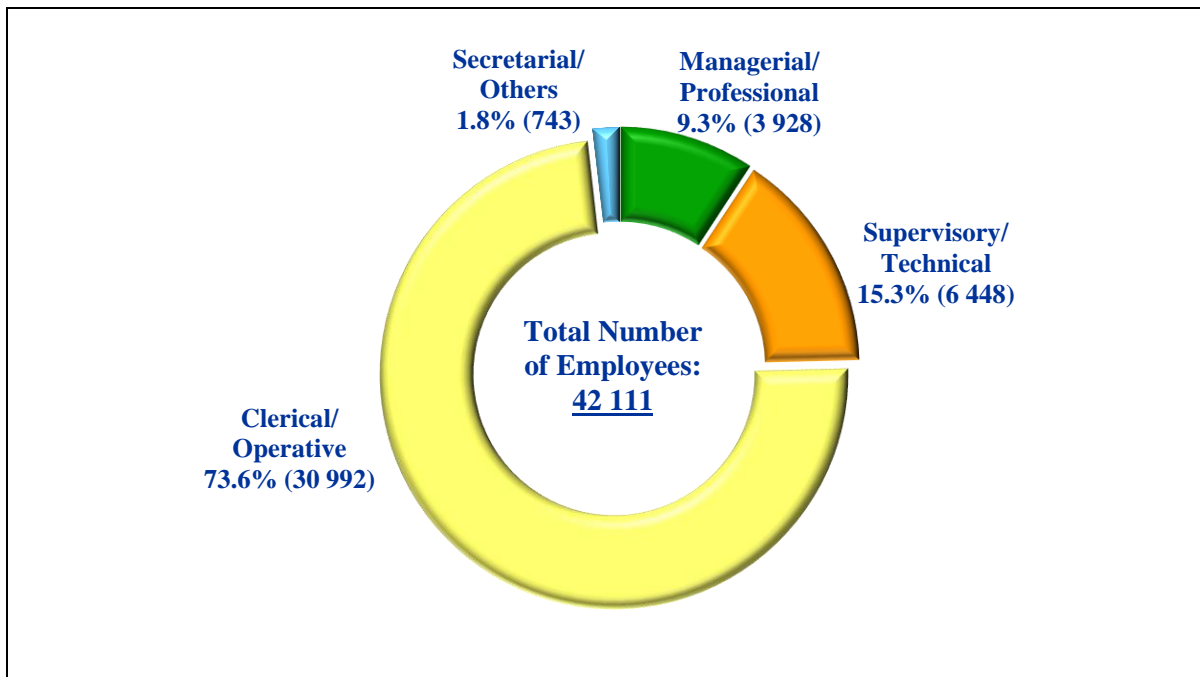


4.3 The employers being surveyed expected that the manpower demand would remain stable for 2020. Their forecasted manpower demand only reflected a slight decrease of 0.03%, from 42 707 posts (i.e. number of employees + number of vacancies) in 2019 to 42 694 in 2020. (Chart 4.1)

### Number of Employees

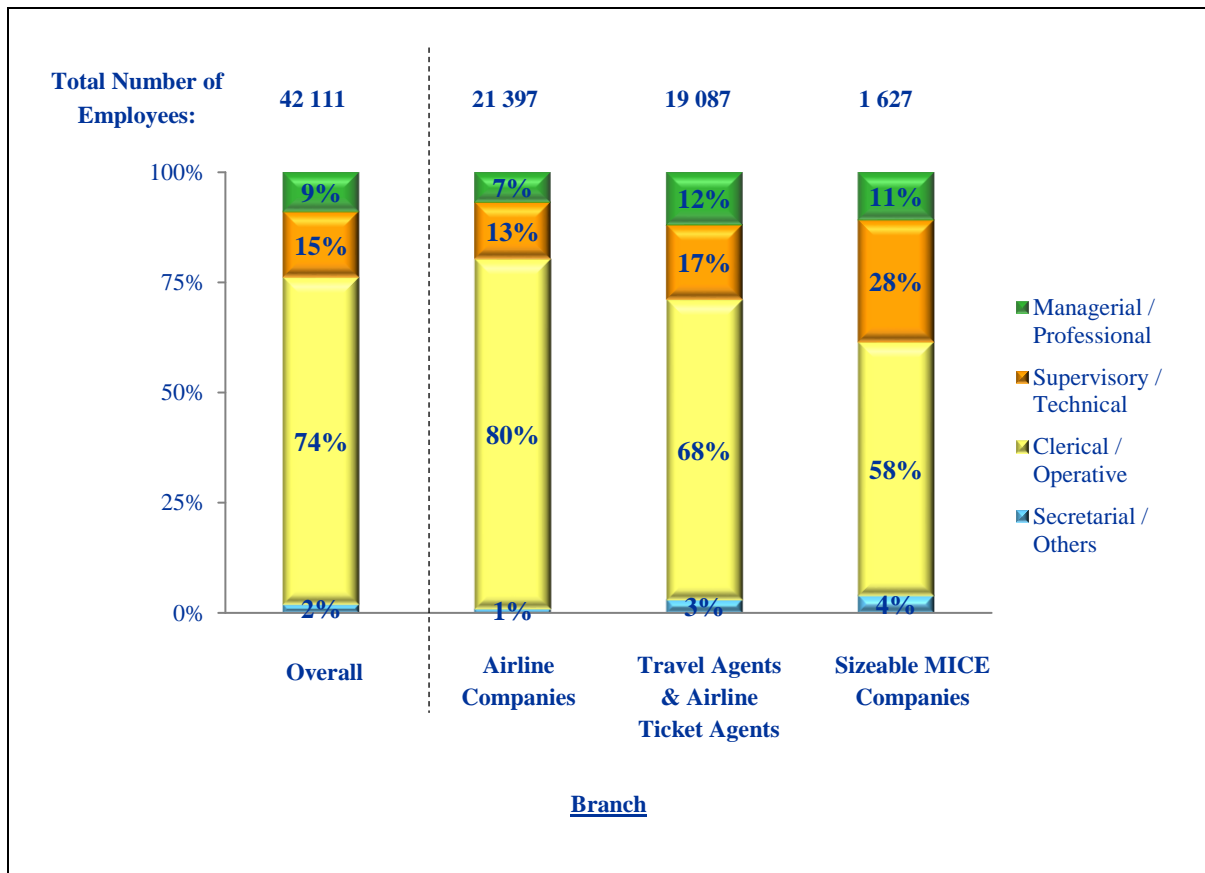
4.4 Among the 42 111 employees, most of them (73.6%; 30 992 persons) were in the clerical/operative job level, followed by the supervisory/technical level (15.3%; 6 448 persons), managerial/professional level (9.3%; 3 928 persons) and secretarial/others level (1.8%; 743 persons). (Chart 4.2)

**Chart 4.2 Employees by Job Level**



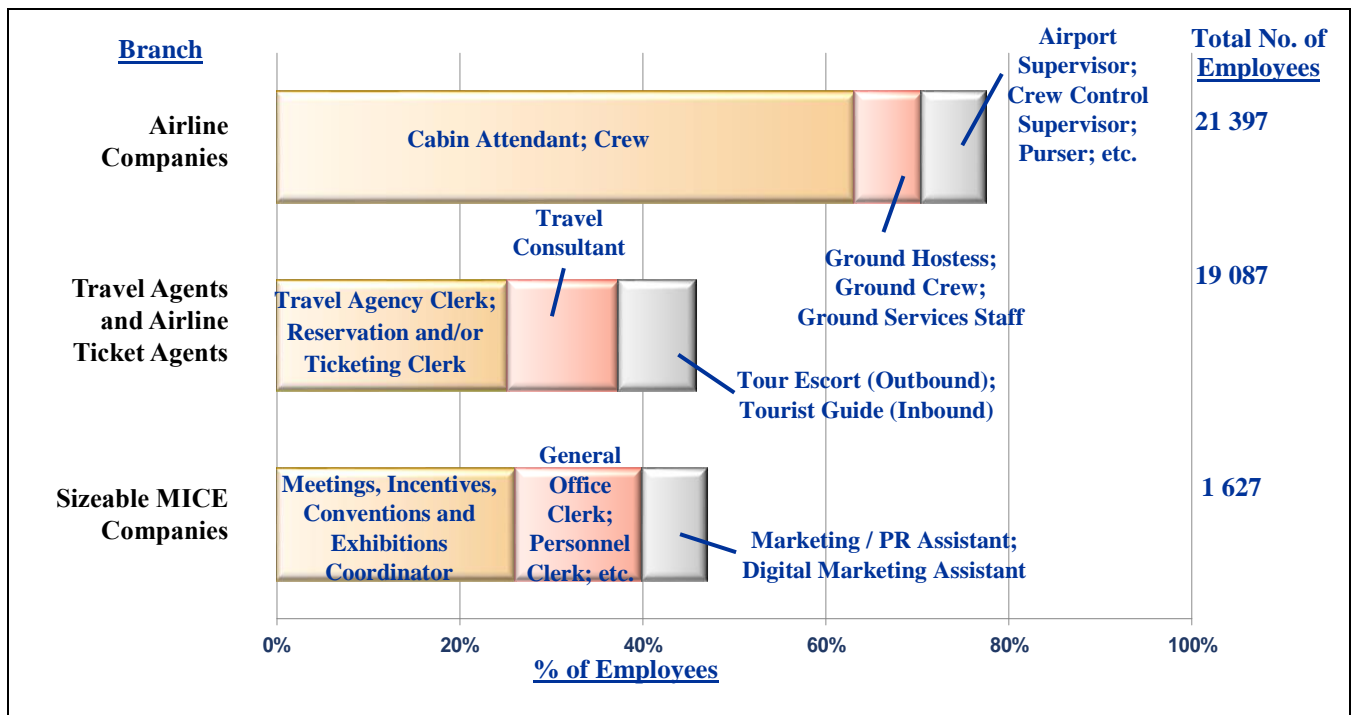
4.5 When analysed by the three branches, it was observed that the proportion of employees at supervisory/technical level was relatively higher among the sizeable MICE companies (28%), as compared with those in the other two branches (below 18% respectively). (Chart 4.3)

**Chart 4.3 Employees by Job Level by Branch**



4.6 The prominent principal jobs by branch were given in the chart below.

**Chart 4.4 Prominent Principal Jobs by Branch**



## Number of Trainees/Apprentices

4.7 Only 49 trainees/apprentices were reported as at 1 August 2019, which accounted for less than 0.5% of the total number of employees and trainees/apprentices (42 160) in the tourism industry. Analysed by job level, virtually all of the trainees/apprentices (48 or 98.0%) were working at clerical/operative level, while only 1 (2.0%) was at supervisory/technical level. Analysed by branch, the majority of the trainees/apprentices (43 or 87.8%) were engaged in travel agents and airline ticket agents, whilst only few were in the other two branches (3 or 6.1%). (Table 4.2)

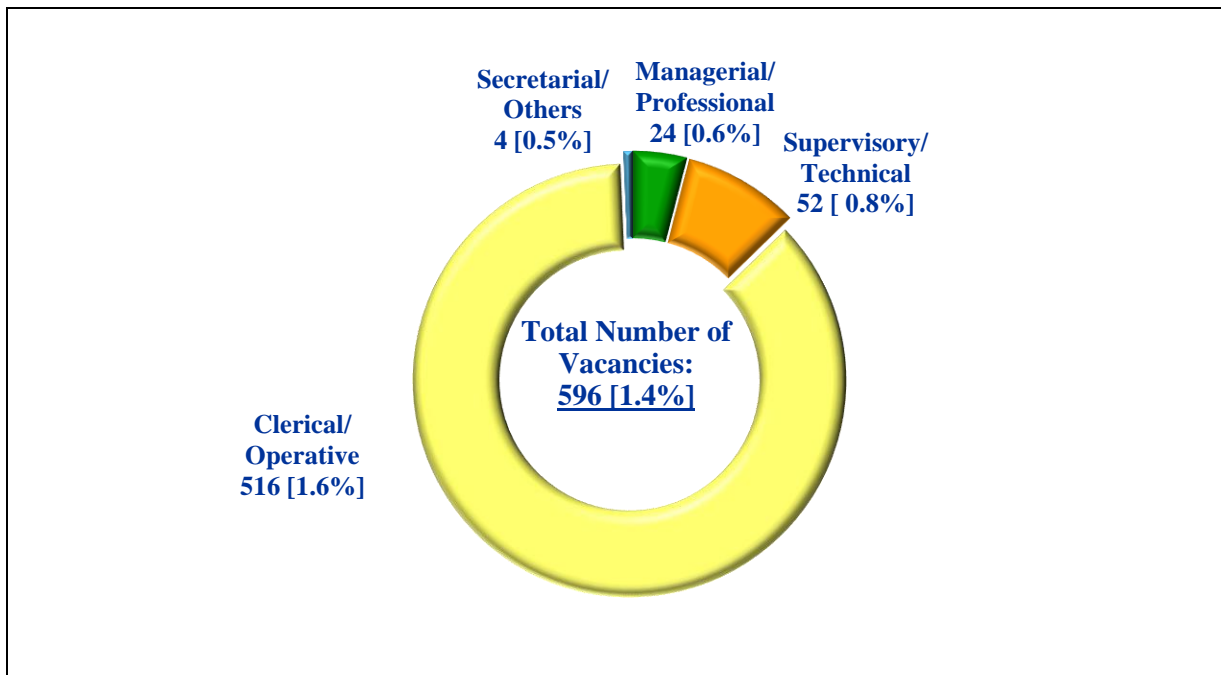
**Table 4.2 Number of Trainees/Apprentices by Job Level by Branch**

Job Level		Overall	Branch		
			Airline Companies (Branch 1)	Travel Agents and Airline Ticket Agents (Branch 2)	Sizeable MICE Companies (Branch 3)
Managerial/Professional	No.	<b>0</b>	0	0	0
	%	<b>0%</b>	0%	0%	0%
Supervisory/Technical	No.	<b>1</b>	0	0	1
	%	<b>2.0%</b>	0%	0%	33.3%
Clerical/Operative	No.	<b>48</b>	3	43	2
	%	<b>98.0%</b>	100.0%	100.0%	66.7%
Secretarial/Others	No.	<b>0</b>	0	0	0
	%	<b>0%</b>	0%	0%	0%
<b>Total</b>	<b>No.</b>	<b>49</b>	<b>3</b>	<b>43</b>	<b>3</b>
	<b>%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

## Number of Vacancies

4.8 The total number of vacancies was 596 as at 1 August 2019, representing a vacancy rate of 1.4% (vacancies as a percentage of the total of employees and vacancies) of the tourism industry. Similar to the number of employees, the majority of job vacancies (86.6%; 516 vacancies) were in the clerical/operative job level, and its vacancy rate was also slightly higher (1.6%; vs. below 1% for the other three job levels). (Chart 4.5)

**Chart 4.5 Vacancies by Job Level**

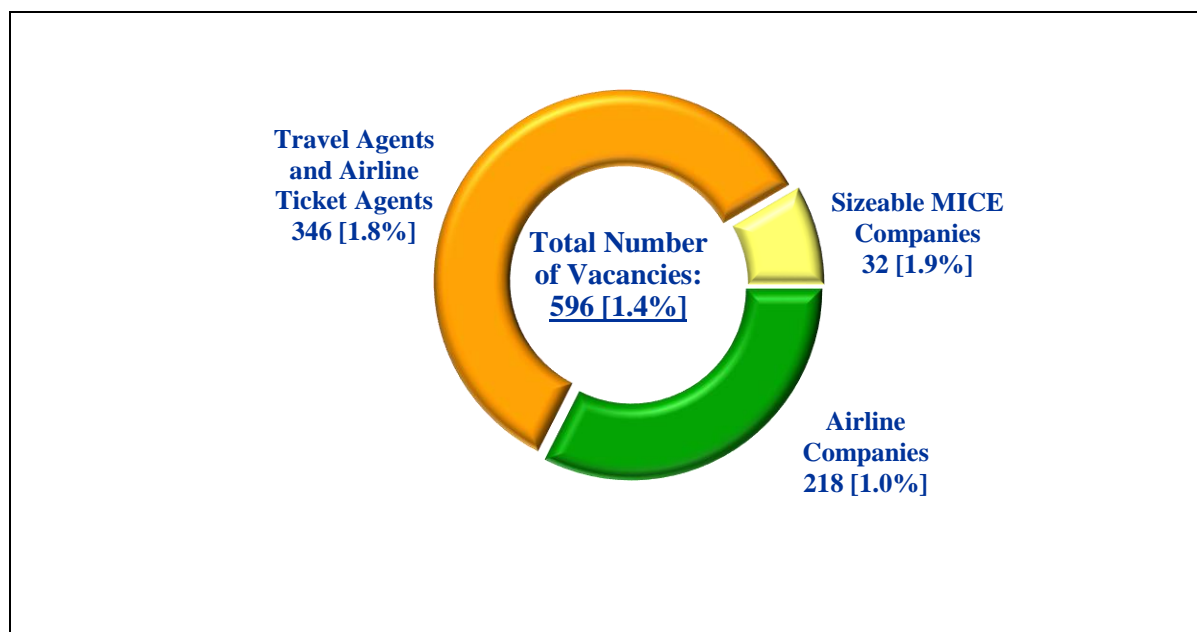


Note: Figures in [ ] brackets indicate the vacancy rate.

$$\text{Vacancy rate} = \frac{\text{No. of vacancies}}{\text{No. of employees} + \text{No. of vacancies}} \quad (\text{for the respective job levels})$$

4.9 Most of the vacancies were recorded for travel agents and airline ticket agents (58.1%; 346 vacancies), followed by airline companies (36.6%; 218 vacancies) and the sizeable MICE companies (5.4%; 32 vacancies). The vacancy rates in the three branches were quite similar, ranged from 1.0% to 1.9%. (Chart 4.6)

**Chart 4.6 Vacancies by Branch**



Note: Figures in [ ] brackets indicate the vacancy rate.

$$\text{Vacancy rate} = \frac{\text{No. of vacancies}}{\text{No. of employees} + \text{No. of vacancies}} \quad (\text{for the respective branches})$$

4.10 The prominent vacancies were given in Table 4.3

**Table 4.3 Prominent Vacancies**

Prominent Vacancies	% of Total Vacancies
● Cabin Attendant ; Crew	57% of the total vacancies
● Tour Escort ; Escort Guide (Outbound)	
● Travel Agency Clerk ; Reservation and/or Ticketing Clerk	

### Employers' Forecasted Manpower Demand for 2020

4.11 Looking at the tourism industry as a whole, the employers being surveyed expected that the manpower demand would remain stable for 2020. Their forecasted manpower demand only reflected a slight decrease of 0.03%, from 42 707 posts (i.e. number of employees + number of vacancies) in 2019 to 42 694 in 2020. (Table 4.4)

**Table 4.4 Employers' Forecasted Manpower Demand for 2020**

(a)	(b)	(c) = (a) + (b)	(d)	(e) = (d) - (c)	(e) / (c) *100%
No. of Employees	No. of Vacancies	No. of Posts	Forecasted No. of Posts as of August 2020	Forecasted No. of Posts Increased/Decreased as of August 2020	% Change of Forecasted No. of Posts Increased/Decreased as of August 2020
42 111	596	42 707	42 694	-13	-0.03%

Note: Readers are alerted to interpret the employers' manpower forecast data in this Manpower Survey Report with caution due to global and local economic uncertainties. In particular, the local tourism industry has been facing serious downturn since the social unrest started in June 2019 and was further aggravated with the outbreak of the pandemic COVID-19 since late December 2019. With the pandemic affecting every walk of life globally and locally, it is expected that industry manpower situation will be facing unprecedented challenges for a period of time even after it has subsided.

### Average Monthly Remuneration Package

4.12 Regarding the average monthly remuneration package of employees (i.e. employee's basic salary + average monthly supplementary benefits), most of employees had monthly remuneration package of over \$30,000 for managerial/professional job level (77.8%), \$20,001 - \$40,000 for supervisory/technical level (79.7%), \$15,001 - \$20,000 for clerical/operative level (66.3%), and \$15,000 or below for secretarial/others level (70.7%). (Table 4.5)

**Table 4.5 Average Monthly Remuneration Package of Employees by Job Level**

Average Monthly Remuneration Package	Overall	Job Level			
		Managerial/ Professional	Supervisory/ Technical	Clerical/ Operative	Secretarial/ Others
\$10,000 or below	<b>1.5%</b>	0%	0%	1.4%	26.1%
\$10,001 - \$15,000	<b>14.8%</b>	0.1%	0.2%	18.9%	44.6%
\$15,001 - \$20,000	<b>52.5%</b>	5.8%	18.2%	<b>66.3%</b>	23.2%
\$20,001 - \$30,000	<b>18.4%</b>	16.3%	<b>45.9%</b>	13.2%	4.8%
\$30,001 - \$40,000	<b>7.3%</b>	<b>21.0%</b>	<b>33.8%</b>	0.1%	0.5%
\$40,001 or above	<b>5.6%</b>	<b>56.8%</b>	1.8%	0%*	0.8%
<b>Total No. of Employees</b>	<b>No.</b>	<b>3 928</b>	<b>6 448</b>	<b>30 992</b>	<b>743</b>
	<b>%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note:      indicate relatively higher percentages in the respective job levels

\* Less than 0.05%.



## Preferred Education

4.13 Employers were asked to indicate the preferred level of education for their employees. 73.2% of the employees at managerial/professional level were preferred to have education level of first degree, 85% of those at supervisory/technical level were preferred to have first degree, sub-degree or diploma / certificate level. On the other hand, 80.8% of those at clerical/operative level were preferred to have education level of secondary 4 to diploma level, and 78.3% of those at secretarial/others level were preferred to have attained qualification of secondary 7 or below. (Table 4.6)

**Table 4.6 Preferred Education of Employees by Job Level**

Preferred Education	Overall	Job Level			
		Managerial/ Professional	Supervisory/ Technical	Clerical/ Operative	Secretarial/ Others
Postgraduate degree	<b>0.2%</b>	1.8%	0%	0%	0%
First degree	<b>12.9%</b>	73.2%	29.4%	0.4%	2.0%
Sub-degree (e.g. higher diploma)	<b>19.1%</b>	8.7%	29.0%	18.8%	4.6%
Diploma/Certificate	<b>34.6%</b>	15.3%	26.6%	40.0%	15.2%
Secondary 4 to 7	<b>32.8%</b>	0.9%	15.0%	40.8%	62.5%
Secondary 3 or below	<b>0.4%</b>	0%*	0%	0.1%	15.8%
<b>Total No. of Employees</b>	<b>No.</b>	<b>3 928</b>	<b>6 448</b>	<b>30 992</b>	<b>743</b>
	<b>%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note:      indicate relatively higher percentages in the respective job levels

\* Less than 0.05%.

## Preferred Working Experience

4.14 51.9% of the employees at managerial/professional level were preferred to have 10 years of working experience in the tourism industry or above, 80.6% of those at supervisory/technical level were preferred to have 3 years to less than 10 years of experience. On the other hand, 54.3% of those at clerical/operative level were preferred to have 1 year to less than 3 years of experience, and 71.6% of those at secretarial/others level were preferred to have less than 3 years of experience in the industry. (Table 4.7)

**Table 4.7 Preferred Years of Working Experience of Employees by Job Level**

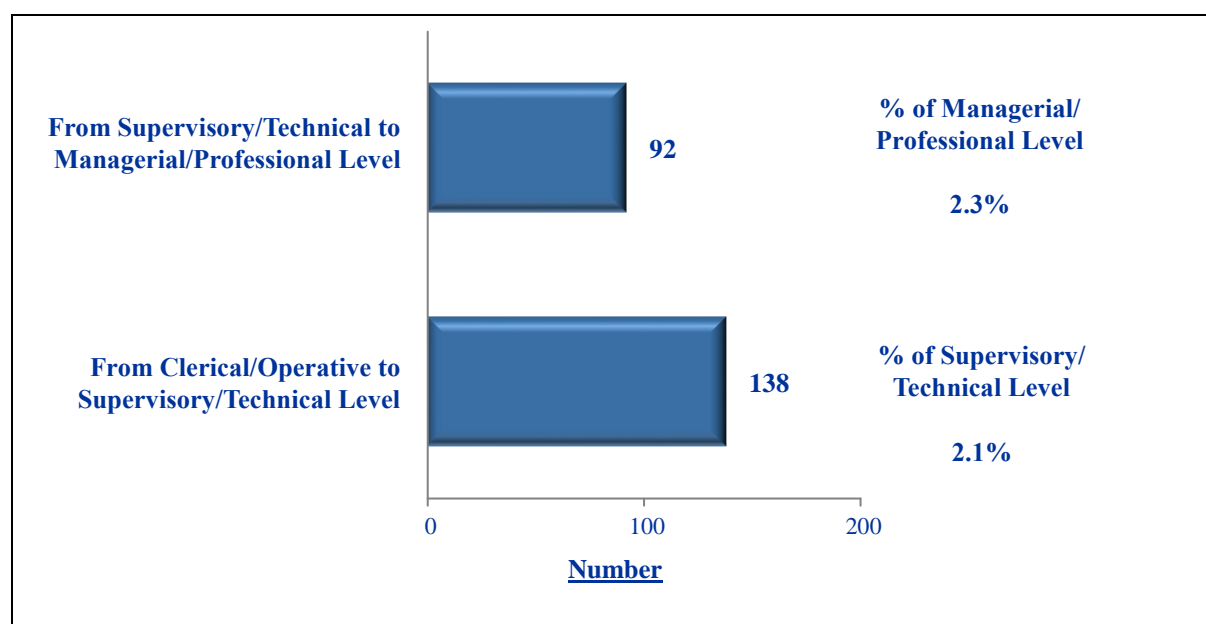
Preferred Years of Working Experience	Job Level				
	Managerial/ Professional	Supervisory/ Technical	Clerical/ Operative	Secretarial/ Others	
10 years or above	51.9%	3.5%	1.4%	0%	
6 years – less than 10 years	28.8%	38.5%	2.6%	0.8%	
3 years – less than 6 years	16.3%	42.1%	11.8%	4.3%	
1 year – less than 3 years	2.1%	15.5%	54.3%	34.6%	
Less than 1 year	0.3%	0.1%	22.7%	37.0%	
No experience	0.6%	0.3%	7.2%	23.2%	
<b>Total No. of Employees</b>	<b>No.</b>	<b>3 928</b>	<b>6 448</b>	<b>30 992</b>	<b>743</b>
	<b>%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note:      indicate relatively higher percentages in the respective job levels

### Internal Promotion

4.15 About 230 employees had been promoted in the tourism industry in the past 12 months. 92 employees at managerial/professional level (2.3%) were promoted from supervisory/technical level, while 138 employees at supervisory/technical level (2.1%) were promoted from clerical/operative level. (Chart 4.7)

**Chart 4.7 Internal Promotion of Employees in the Past 12 Months by Job Level**



Note: Percentage = 
$$\frac{\text{No. of employees promoted to such level}}{\text{No. of employees of such level}}$$

## Leaving and Recruitment

4.16 Employers reported that a total of 2 539 employees had left their establishments in the past 12 months, with the employees at clerical/operative level (81.6%; 2 072 employees) accounted for the largest proportion of the employees left. On the other hand, there was a total of 2 212 new employees recruited in the past 12 months. The largest number of new recruits was also found for clerical/operative level staff (84.5%; 1 869 employees). (Table 4.8)

4.17 Comparing between the number of employees left and recruited, it was observed that there was an outstanding of 327 employees not being filled up in the past 12 months. (Table 4.8)

**Table 4.8 Leaving and Recruitment of Employees in the Past 12 Months by Job Level**

	Overall	Job Level			
		Managerial/ Professional	Supervisory/ Technical	Clerical/ Operative	Secretarial/ Others
(a) No. of employees left	<b>2 539</b>	147	288	2 072	32
(b) No. of new recruits	<b>2 212</b>	91	230	1 869	22
(c) = (b) – (a) Difference	<b>-327</b>	-56	-58	-203	-10

## Characteristics of New Recruits

4.18 Among the 2 212 new recruits, 25.8% were new recruits without tourism industry experience and/or tourism training. Such percentage was relative higher for new recruits of clerical/operative level (27.4%) and managerial/professional level (24.2%), as compared with other levels (below 16%). Besides, 9.9% of all new recruits were fresh graduates of tourism programmes, and they were recruited for working at clerical/operative level and secretarial/others level. (Table 4.9)

**Table 4.9 Characteristics of New Recruits in the Past 12 Months by Job Level**

	Overall	Job Level			
		Managerial/ Professional	Supervisory/ Technical	Clerical/ Operative	Secretarial/ Others
(a) Total no. of new recruits	<b>2 212</b>	91	230	1 869	22
(b) No. of new recruits <u>without tourism industry experience and/or tourism training</u>	<b>570</b>	22	35	512	1
(c) = (b) / (a) <i>% of total no. of new recruits</i>	<b>25.8%</b>	24.2%	15.2%	27.4%	4.5%
(d) No. of new recruits who were <u>fresh graduates of tourism programmes</u>	<b>219</b>	0	0	215	4
(e) = (d) / (a) <i>% of total no. of new recruits</i>	<b>9.9%</b>	0%	0%	11.5%	18.2%

**Staff Turnover**

4.19 The staff turnover rate of the tourism industry was 5.9%. Analysing by job level, the turnover rate was slightly higher for clerical/operative level (6.6%), as compared with other job levels (below 5%). When analysed by branch, it was noted that the turnover rate was relatively higher in travel agents and airline ticket agents (10.4%). (Tables 4.10a & 4.10b)

**Table 4.10a Staff Turnover in the Past 12 Months by Job Level**

	Overall	Job Level			
		Managerial/ Professional	Supervisory/ Technical	Clerical/ Operative	Secretarial/ Others
(a) No. of posts (i.e. no. of employees + no. of vacancies)	<b>42 707</b>	3 952	6 500	31 508	747
(b) No. of employees left	<b>2 539</b>	147	288	2 072	32
(c) = (b) / (a) <i>Turnover rate</i>	<b>5.9%</b>	3.7%	4.4%	6.6%	4.3%

**Table 4.10b Staff Turnover in the Past 12 Months by Branch**

	Overall	Airline Companies (Branch 1)	Travel Agents and Airline Ticket Agents (Branch 2)	Sizeable MICE Companies (Branch 3)
(a) No. of posts (i.e. no. of employees + no. of vacancies)	<b>42 707</b>	21 615	19 433	1 659
(b) No. of employees left	<b>2 539</b>	395	2 020	124
(c) = (b) / (a) <i>Turnover rate</i>	<b>5.9%</b>	1.8%	10.4%	7.5%

**Forecasted Retirees**

4.20 Employers were asked to provide data on their expected number of employees who would be retiring in the next 12 months. It was noted that only a small number of industry retirees would be expected, and that only accounted for less than 1% of the employees. (Table 4.11)

**Table 4.11 Employers' Forecasted Industry Retirees in the Next 12 Months by Job Level**

	Overall	Job Level			
		Managerial/ Professional	Supervisory/ Technical	Clerical/ Operative	Secretarial/ Others
(a) No. of employees	<b>42 111</b>	3 928	6 448	30 992	743
(b) Expected no. of employees who will be retiring	<b>60</b>	11	10	34	5
(c) = (b) / (a) <i>% of total no. of employees</i>	<b>0.1%</b>	0.3%	0.2%	0.1%	0.7%

**Recruitment Difficulties**

4.21 In the past 12 months, a relatively higher proportion of companies in the tourism industry had engaged in recruitment exercise for staff at clerical/operative level (23.2%). Among those with recruitment exercise for the respective level of staff, the proportion of those

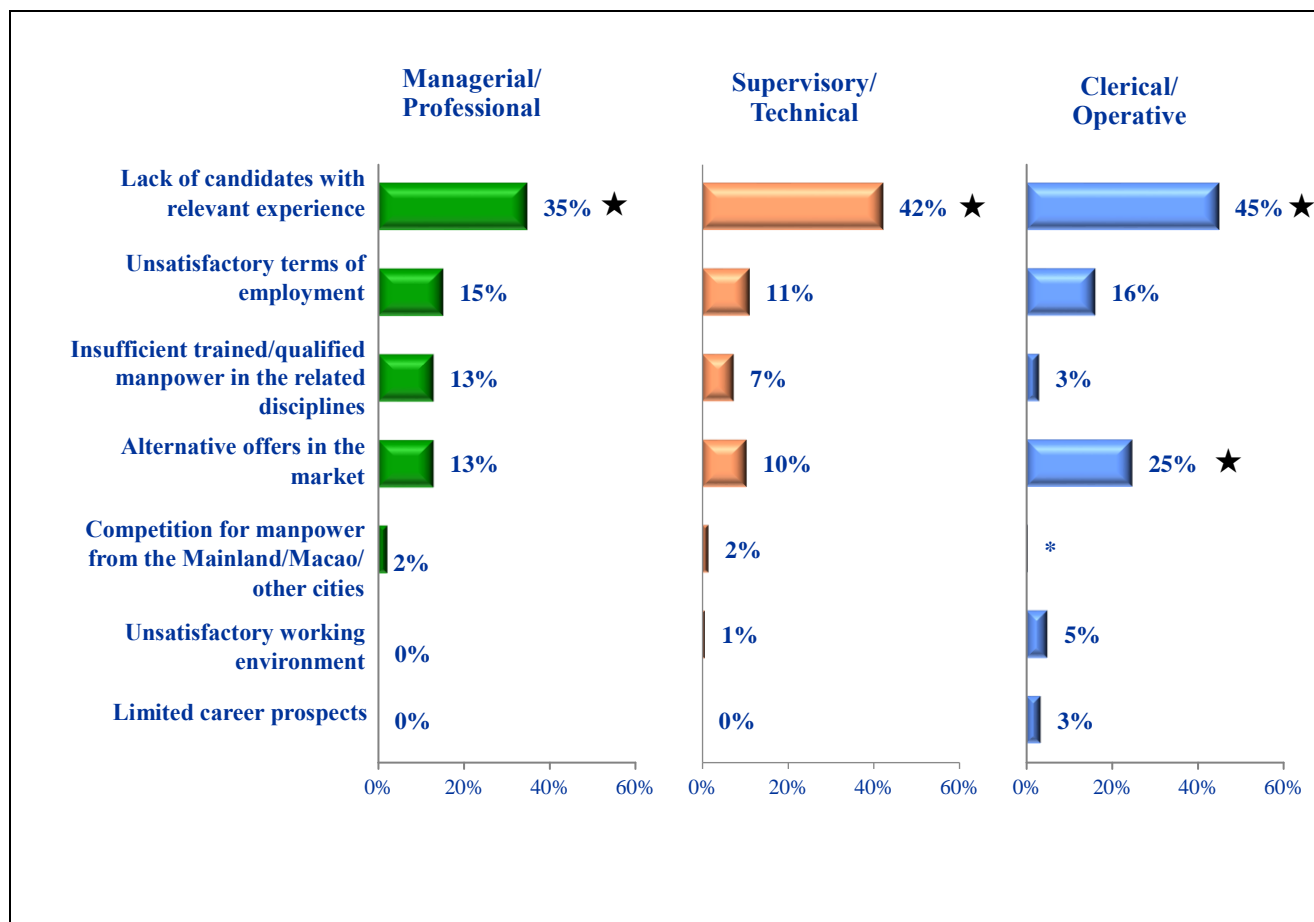
who had recruitment difficulties was also higher for recruiting staff at clerical/operative level (70.5%). (Table 4.12)

**Table 4.12 Percentage of Companies Engaged in Recruitment Exercise and Difficulties Encountered in Recruitment in the Past 12 Months by Job Level**

	Job Level		
	Managerial/ Professional	Supervisory/ Technical	Clerical/ Operative
<b><u>Engagement in Recruitment Exercise</u></b>			
Yes	2.0%	5.8%	23.2%
<i>Encountered difficulties in recruitment</i>	<i>43.5%</i>	<i>51.1%</i>	<i>70.5%</i>
<i>Not encountered difficulties in recruitment</i>	<i>56.5%</i>	<i>48.9%</i>	<i>29.5%</i>
<b><i>No. of companies with recruitment exercise</i></b>	<b><i>46</i></b>	<b><i>135</i></b>	<b><i>535</i></b>
No	98.0%	94.2%	76.8%
<b>Total No. of Companies: 2 312</b>	<b><i>100.0%</i></b>	<b><i>100.0%</i></b>	<b><i>100.0%</i></b>

4.22 Among the companies having engaged in recruitment exercise for the respective job levels in the past 12 months, “Lack of Candidates with Relevant Experience” was the major difficulty encountered across the various job levels (ranged from 35% to 45%). Moreover, “Alternative Offers in the Market” was another major cause which led to difficulty encountered in recruiting employees at clerical/operative level (25%). (Chart 4.8)

**Chart 4.8 Difficulties Encountered in Recruitment of Employees in the Past 12 Months by Job Level**



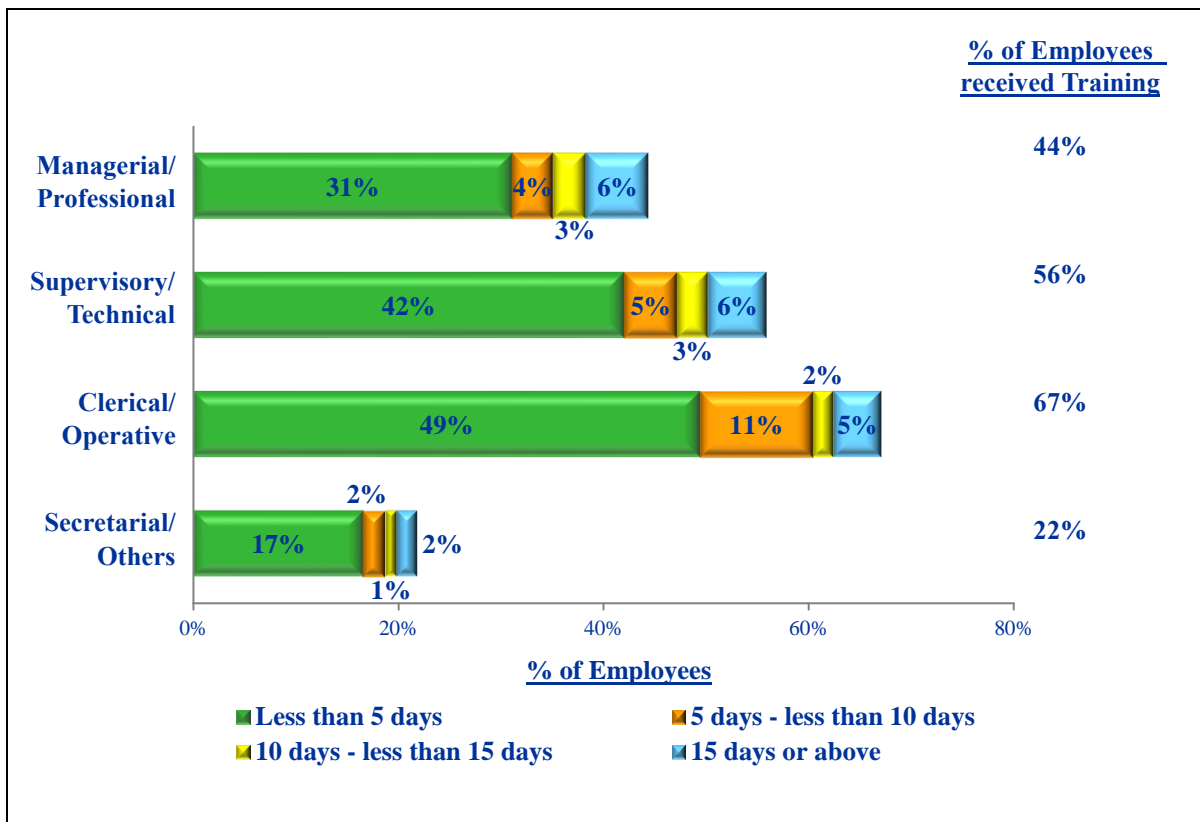
Note:

1. Percentages refer to the companies with recruitment difficulties as proportion of companies having engaged in recruitment exercise in the past 12 months.
2. Some companies encountered multiple recruitment difficulties at multiple job levels.
3. \* less than 0.5%
4. Figures marked with the symbol “★” refer to relatively higher percentage in recruitment difficulties.

### Average Number of Man-day of Training

4.23 Most of the employees at clerical/operative level (67%) had undergone training in the past 12 months, whilst the corresponding percentage of those at secretarial/others level (22%) was much lower. The average number of man-day of training for most of those who had received training was less than 5 days for various job levels. (Chart 4.9)

**Chart 4.9 Average Number of Man-day of Training per Employee in the Past 12 Months by Job Level**



## Training

4.24 The common types of training provided for employees in the past 12 months for each branch were listed in Tables 4.13a - c. Among the companies in airline companies, the most common types of training provided were: “sales and marketing strategic planning, implementation and evaluation” (28.7%) and “supervisory techniques, leadership skills” (28.7%) for managerial/professional level; “supervisory techniques, leadership skills” (23.8%) and “airline and airport operations” (23.8%) for supervisory/technical level; and “service attitude/customer service” (39.5%) and “communication” (36.8%) for clerical/operative level. (Table 4.13a)

4.25 Among the travel agents and airline ticket agents, the most common types of training provided were “ticketing and reservation system” (12.2%) and “travel consultancy” (11.7%) for clerical/operative level. (Table 4.13b)

4.26 For the sizeable MICE companies, the most common types of training provided were: “business and financial strategic planning, implementation and evaluation” (37.5%) and



“risk management” (37.5%) for managerial/professional level; “supervisory techniques, leadership skills” (37.5%) for supervisory/technical level; “service attitude/customer service” (50.0%) for clerical/operative level; and “communication” (37.5%) for secretarial/others level. (*Table 4.13c*)

**Table 4.13a Types of Training Provided for Employees in the Past 12 Months by Job Level – Airline Companies**

Types of Training Provided	Job Level			
	Managerial/ Professional	Supervisory/ Technical	Clerical/ Operative	Secretarial/ Others
<u>Managerial skills</u>				
- Business and Financial Strategic Planning, Implementation and Evaluation	19.5%	5.0%	0.0%	0.0%
- Human Resources Management	11.5%	5.0%	0.0%	0.0%
- Sales and Marketing Strategic Planning, Implementation and Evaluation	28.7%	17.5%	3.9%	0.0%
- Supervisory Techniques, Leadership Skills	28.7%	23.8%	0.0%	0.0%
- Risk Management	25.3%	17.5%	1.3%	2.6%
<u>Professional skills</u>				
- Airline and Airport Operations	12.6%	23.8%	21.1%	0.0%
- Airline Catering	2.3%	5.0%	0.0%	0.0%
- Ticketing and Reservation System	1.1%	15.0%	25.0%	2.6%
- Travel Insurance	0.0%	2.5%	3.9%	0.0%
- Information Technology	6.9%	10.0%	9.2%	2.6%
<u>Generic skills</u>				
- Service Attitude/Customer Service	9.2%	16.3%	39.5%	10.5%
- Communication	11.5%	13.8%	36.8%	2.6%
- Problem Solving	5.7%	10.0%	21.1%	13.2%
<u>Language</u>				
- Putonghua	3.4%	2.5%	6.6%	0.0%
- English	5.7%	2.5%	5.3%	5.3%
<b>Total No. of Companies with the Respective Level of Staff</b>	<b>87</b>	<b>80</b>	<b>76</b>	<b>38</b>

Note:      indicate relatively higher percentages in the respective job levels

**Table 4.13b Types of Training Provided for Employees in the Past 12 Months by Job Level - Travel Agents and Airline Ticket Agents**

Types of Training Provided	Job Level			
	Managerial/ Professional	Supervisory/ Technical	Clerical/ Operative	Secretarial/ Others
<u>Managerial skills</u>				
- Business and Financial Strategic Planning, Implementation and Evaluation	1.5%	0.9%	0.0%	0.0%
- Human Resources Management	2.7%	2.1%	0.0%	0.0%
- Sales and Marketing Strategic Planning, Implementation and Evaluation	7.0%	4.0%	0.3%	0.0%
- Supervisory Techniques, Leadership Skills	6.6%	4.1%	0.0%	0.0%
- Risk Management	4.8%	2.2%	0.1%	1.1%
<u>Professional skills</u>				
- Inbound Tour-guiding	0.0%	0.1%	1.2%	0.0%
- Outbound Tour-escorting	0.4%	0.3%	0.9%	0.7%
- Convention and Exhibition Management	0.2%	0.7%	0.5%	0.0%
- Travel Consultancy	1.2%	6.8%	11.7%	0.0%
- Ticketing and Reservation System	0.5%	4.0%	12.2%	0.7%
- Travel Insurance	1.8%	1.6%	3.0%	1.1%
- Cruise Consultancy	0.3%	1.0%	0.4%	0.7%
- Information Technology	0.6%	1.1%	1.5%	1.1%
<u>Generic skills</u>				
- Service Attitude/Customer Service	0.7%	2.3%	6.0%	4.4%
- Communication	2.8%	4.6%	5.3%	1.8%
- Problem Solving	0.6%	4.7%	4.4%	5.5%
<u>Language</u>				
- English	0.0%	0.0%	0.1%	0.0%
<b>Total No. of Companies with the Respective Level of Staff</b>	<b>953</b>	<b>1 037</b>	<b>2 187</b>	<b>271</b>

Note:      indicate relatively higher percentages in the respective job levels

**Table 4.13c Types of Training Provided for Employees in the Past 12 Months by Job Level - Sizeable MICE Companies**

Types of Training Provided	Job Level			
	Managerial/ Professional	Supervisory/ Technical	Clerical/ Operative	Secretarial/ Others
<u>Managerial skills</u>				
- Business and Financial Strategic Planning, Implementation and Evaluation	37.5%	12.5%	0.0%	0.0%
- Human Resources Management	12.5%	12.5%	0.0%	0.0%
- Sales and Marketing Strategic Planning, Implementation and Evaluation	12.5%	12.5%	12.5%	0.0%
- Supervisory Techniques, Leadership Skills	25.0%	37.5%	0.0%	0.0%
- Risk Management	37.5%	12.5%	0.0%	0.0%
<u>Professional skills</u>				
- Convention and Exhibition Management	12.5%	12.5%	25.0%	0.0%
- Information Technology	12.5%	12.5%	12.5%	12.5%
<u>Generic skills</u>				
- Service Attitude/Customer Service	0.0%	0.0%	50.0%	25.0%
- Communication	0.0%	12.5%	37.5%	37.5%
- Problem Solving	12.5%	12.5%	12.5%	25.0%
<u>Language</u>				
- Putonghua	12.5%	12.5%	12.5%	0.0%
- English	12.5%	12.5%	25.0%	12.5%
<b>Total No. of Companies with the Respective Level of Staff</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>

Note:      indicate relatively higher percentages in the respective job levels

### First Priority of Training Skills

4.27 Among the companies with the respective level of staff, relatively higher proportions ranked Managerial Skills as the first priority of training skills for managerial/professional level (53.1%); Professional Skills for supervisory/technical level (54.6%) and clerical/operative level (50.8%); and Language for secretarial/others level (35.0%). (Table 4.14)

**Table 4.14 The 1<sup>st</sup> Priority of Training Skills for Employees in the Next 12 Months by Job Level**

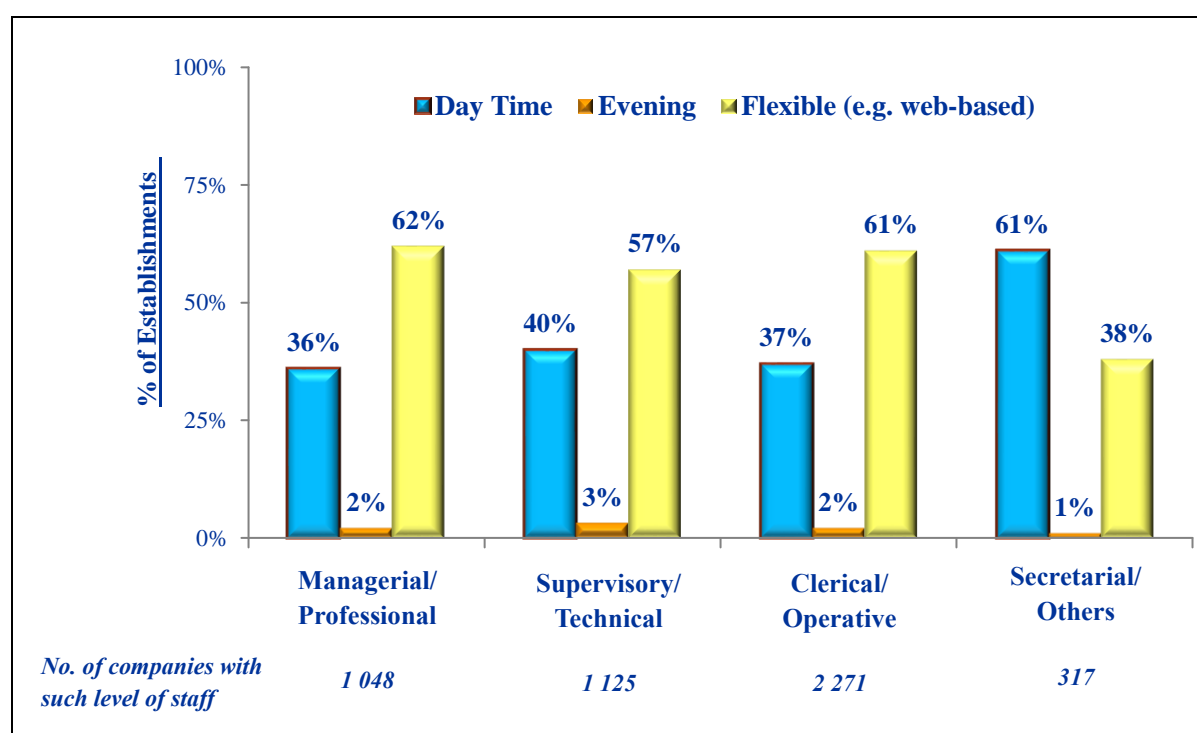
1 <sup>st</sup> Priority Training Skills	Job Level			
	Managerial/ Professional	Supervisory/ Technical	Clerical/ Operative	Secretarial/ Others
Managerial skills	53.1%	33.8%	2.3%	0%
Professional skills	24.7%	54.6%	50.8%	23.3%
Generic skills	1.0%	5.7%	28.6%	17.3%
Language	1.4%	1.7%	11.5%	35.0%
Considered no need for training	19.8%	4.3%	6.7%	24.4%
<b>Total No. of Companies with the Respective Level of Staff</b>	<b>No.</b>	<b>1 048</b>	<b>1 125</b>	<b>2 271</b>
	<b>%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note: Yellow indicate relatively higher percentages in the respective job levels

### Most Suitable Time of Training

4.28 Employers with the respective level of employees generally preferred flexible time of training for employees, except for secretarial/others level which day time training was preferred. (Chart 4.10)

**Chart 4.10 Most Suitable Time of Training for Employees by Job Level**



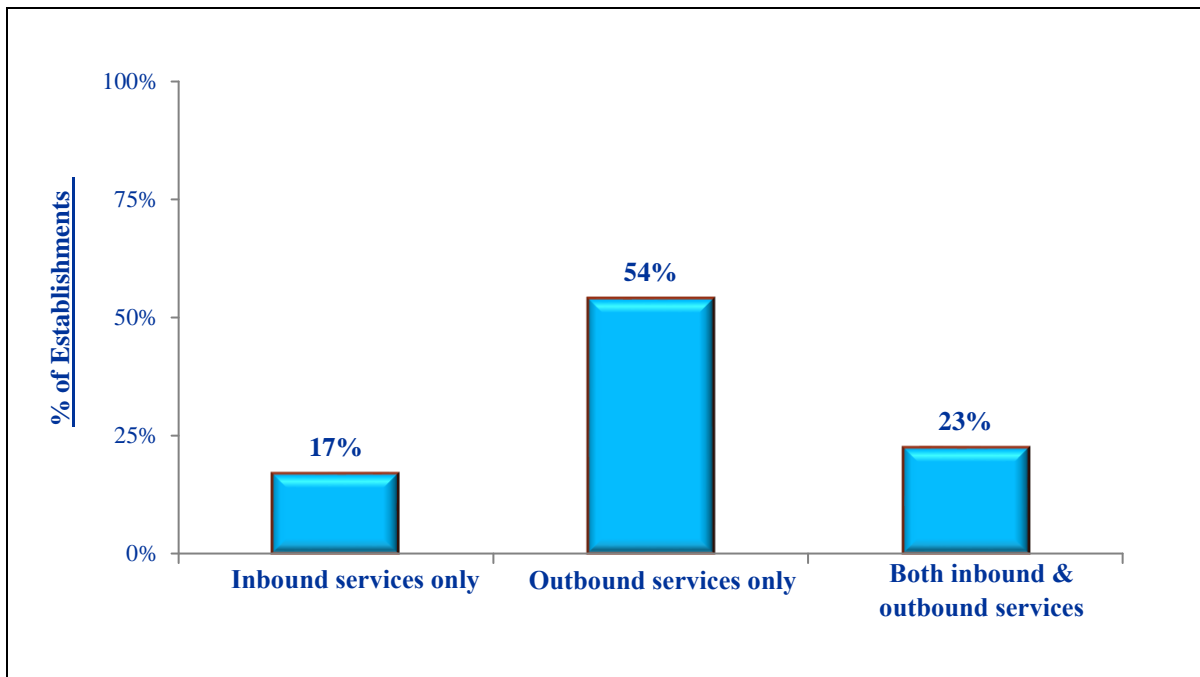
Note: The percentages are calculated on the basis of total number of companies with certain level of staff

## High Season for Inbound and Outbound Services

4.29 Of all companies in travel agents and airline ticket agents, a relatively high proportion (54%) provided only outbound service in the past 12 months, whereas a smaller proportion (17%) provided inbound service only. The remaining (23%) provided both services. (Chart 4.11a)

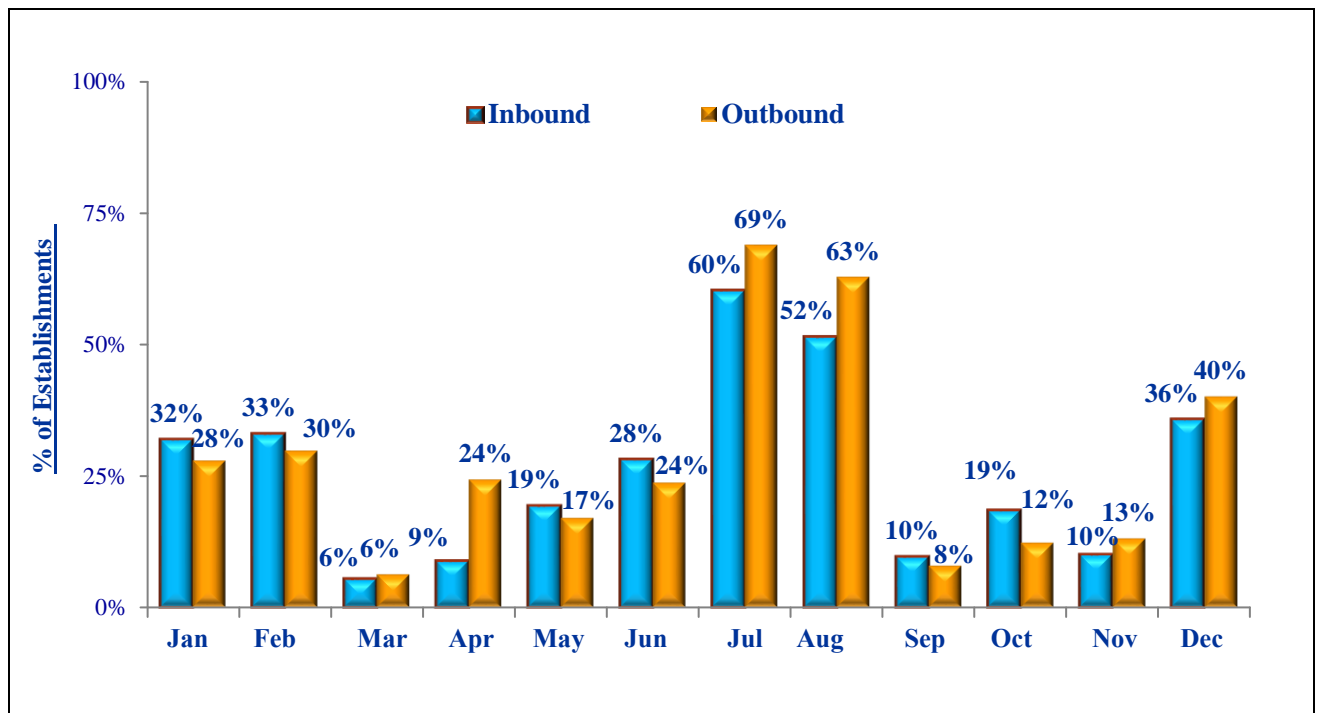
4.30 For both inbound and outbound travel, the peak season in the past 12 months was in the summer holidays during July and August, followed by Christmas holidays during December and Lunar New Year holidays during January and February. (Chart 4.11b)

**Chart 4.11a Services Provided by the Companies in Travel Agents and Airline Ticket Agents in the Past 12 Months**



Note: The percentages are calculated on the basis of total number of travel agents and airline ticket agents (2 213).

**Chart 4.11b Months of High Season for Inbound and Outbound Travel in the Past 12 Months**



Note: The percentages are calculated on the basis of total number of travel agents and airline ticket agents with respective services: inbound (880) or outbound (1 693)

### Number of Tourist Guides and Tour Escorts

4.31 For both tourist guides of inbound tours and tour escorts of outbound tours, the proportions of freelance/part-time staff were higher than those of the full-time staff. (Table 4.15)

**Table 4.15 Number of Tourist Guides (Inbound) and Tour Escorts (Outbound) – for Travel Agents and Airline Ticket Agents Only**

	Total no. employed by industry	%
<b><u>Inbound – Tourist Guides</u></b>		
Full-time (as at 1 August)	549	11.8%
Freelance/part-time (months of high season)*	4 092	88.2%
<b>Sub-total</b>	<b>4 641</b>	<b>100.0%</b>
<b><u>Outbound – Tour Escorts</u></b>		
Full-time (as at 1 August)	1 620	42.6%
Freelance/part-time (months of high season)*	2 181	57.4%
<b>Sub-total</b>	<b>3 801</b>	<b>100.0%</b>

Note\*: A significant percentage of employers indicated that July, August and December were the peak seasons for the inbound/outbound services.

4.32 The detailed manpower statistics of the tourism industry are tabulated in *Appendix 10*.



## V. Manpower Analysis

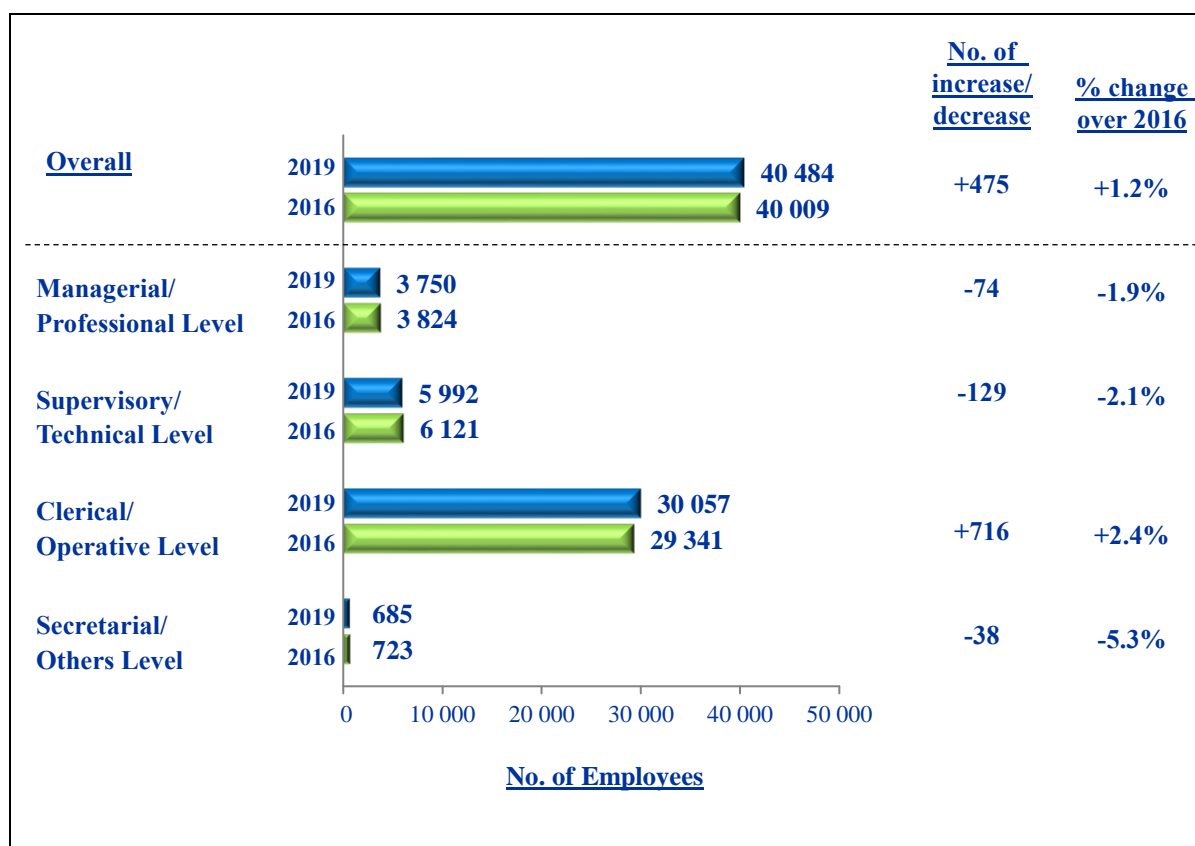
### Manpower Changes

5.1 The sizeable MICE companies was firstly included in the survey of 2019, and thus the comparison of results with year 2016 was restricted to airline companies and travel agents and airline ticket agents.

#### Number of Employees and Vacancies

5.2 The number of employees of the tourism industry has slightly increased comparing to that of 2016, from 40 009 in 2016 to 40 484 in 2019, with an increment of 1.2%. The increment was contributed by the increase in clerical/operative staff, whereas minor decrements were recorded for other job levels. When analysed by branches, the number of employees in airline companies has increased for all job levels, with an overall increment of 6.2%, while decrement was found in travel agents and airline ticket agents for all job levels, with an overall decrement of 3.9%. (*Chart 5.1 & Table 5.1*)

**Chart 5.1 Changes in the Number of Employees between 2016 and 2019 by Job Level**



**Table 5.1 Changes in the Number of Employees between 2016 and 2019 by Branch and by Job Level**

	Overall	Job Level			
		Managerial/ Professional	Supervisory/ Technical	Clerical/ Operative	Secretarial/ Others
<b>Airline Companies (Branch 1)</b>					
Year 2019	<b>21 397</b>	1 422	2 673	17 147	155
Year 2016	<b>20 153</b>	1 402	2 622	15 990	139
<i>No. of increase/decrease</i>	<b>+1 244</b>	+20	+51	+1 157	+16
<i>% change over 2016</i>	<b>+6.2%</b>	+1.4%	+1.9%	+7.2%	+11.5%
<b>Travel Agents and Airline Ticket Agents (Branch 2)</b>					
Year 2019	<b>19 087</b>	2 328	3 319	12 910	530
Year 2016	<b>19 856</b>	2 422	3 499	13 351	584
<i>No. of increase/decrease</i>	<b>-769</b>	-94	-180	-441	-54
<i>% change over 2016</i>	<b>-3.9%</b>	-3.9%	-5.1%	-3.3%	-9.2%

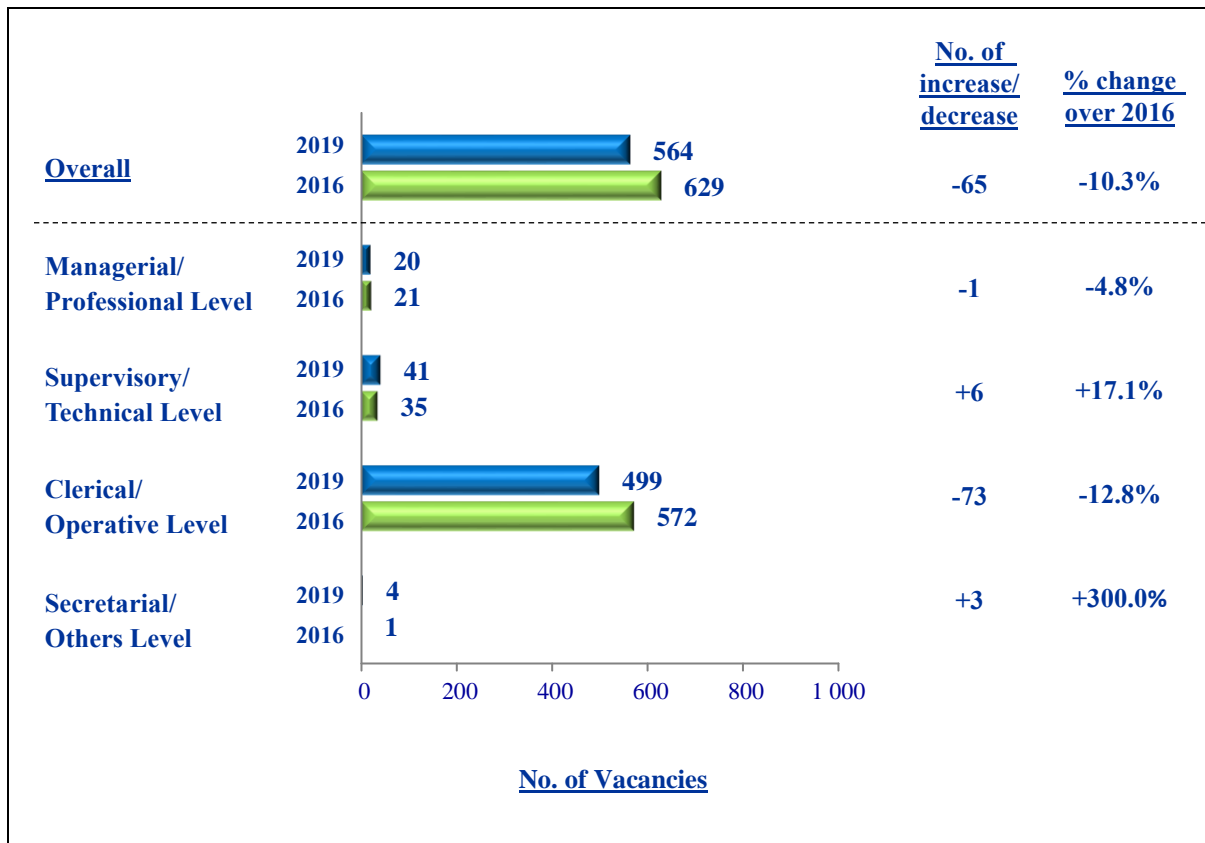
5.3 The principal jobs with significant increase and decrease were given in Table 5.2.

**Table 5.2 Principal Jobs with Significant Increase/Decrease**

	2019	2016	No. of Increase	% Change Over 2016
Cabin Attendant; Crew	13 536	12 564	+972	+7.7%
Airport Supervisor, Crew Control Supervisor, Purser, etc.	1 479	987	+492	+49.8%
Sales rep. & Marketing / PR Assistant; Digital Marketing Assistant	1 233	1 069	+164	+15.3%
Cruise Consultant	173	46	+127	+276.1%
Tourist Guide (Inbound)	549	475	+74	+15.6%
	2019	2016	No. of Decrease	% Change Over 2016
Travel Consultant	2 316	2 574	-258	-10.0%
Accounting Clerk; General Cashier	1 149	1 286	-137	-10.7%
Tour Escort (Outbound) ; Tourist Guide (Inbound)	1 620	1 754	-134	-7.6%
Travel Agency Clerk; Reservation / Ticketing Clerk	4 824	4 929	-105	-2.1%
Ticketing Supervisor / Officer	863	957	-94	-9.8%

5.4 The number of vacancies of the tourism industry has decreased comparing to that of 2016, from 629 in 2016 to 564 in 2019, with a decrement of 10.3%. The decrement was mainly contributed by the decrease in the number of vacancies for clerical/operative staff. (Chart 5.2)

**Chart 5.2 Changes in the Number of Vacancies between 2016 and 2019 by Job Level**

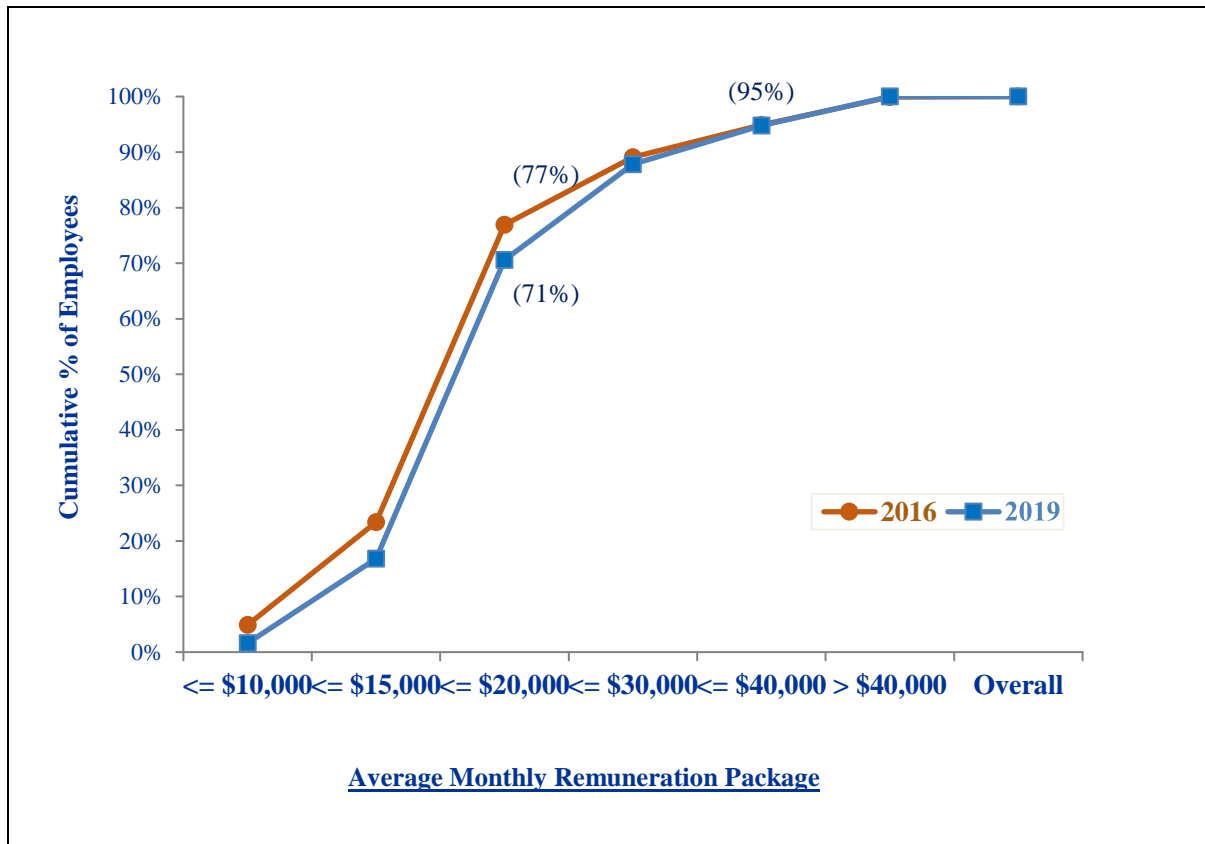


Average Monthly Remuneration Package

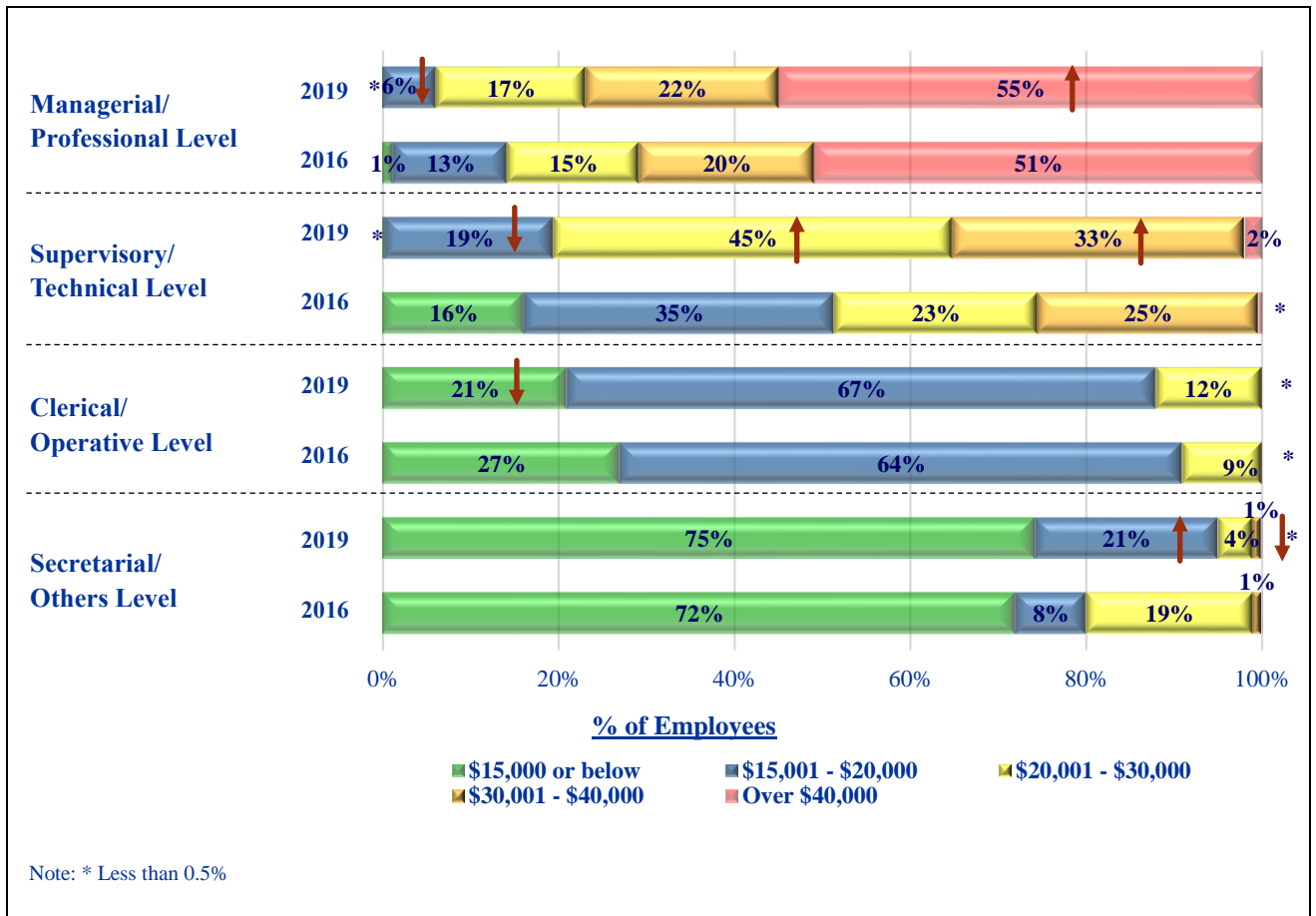
5.5 Overall, the average monthly remuneration package for most of the employees was \$20,000 or below. The average monthly remuneration package has slightly shifted to a higher end when compared with the results of the 2016 survey. (Chart 5.3)

5.6 Compared with the results of the 2016 survey, a general upward trend in the average monthly remuneration package was recorded across various job levels, while a slight downward trend between 2016 and 2019 was observed for secretarial/others level. (Chart 5.4)

**Chart 5.3 Changes in Average Monthly Remuneration Package of Employees between 2016 and 2019**



**Chart 5.4 Changes in Average Monthly Remuneration Package of Employees between 2016 and 2019 by Job Level**



Internal promotion

5.7 Compared with the results of the 2016 survey, the number of internal promotions in the past 12 months has increased, from a total of 115 employees in 2016 to 202 in 2019. (Table 5.3) Industry practitioners might have changed jobs within the industry for higher positions.

**Table 5.3 Internal Promotion of Employees in the Past 12 Months in 2016 and 2019 by Job Level**

<b>No. of Internal Promotion</b>	<b>Airline Companies (Branch 1)</b>	<b>Travel Agents and Airline Ticket Agents (Branch 2)</b>	<b>Total (% of the No. Employed at the Same Job Level)</b>
<b><u>2019</u></b>			
From Supervisory/Technical to Managerial/Professional Level	12	66	78 (2.1%)
From Clerical/Operative to Supervisory/Technical Level	26	98	124 (2.1%)
<b><u>2016</u></b>			
From Supervisory/Technical to Managerial/Professional Level	1	26	27 (0.7%)
From Clerical/Operative to Supervisory/Technical Level	3	85	88 (1.4%)

## **Business Outlook**

### Global Economy

5.8 In 2019, prolonged uncertainty about Brexit, trade and technological tensions and rising geopolitical challenges dented investment and economic growth worldwide. Moreover, the outbreak of the COVID-19 virus in December 2019 and which aggravated since January 2020 resulted in a damaging impact globally, affecting all walks of life and pressurising every economic activity from tourism to other industries. In April 2020, the International Monetary Fund (IMF) stated that as a result of the pandemic, the global economy was projected to contract sharply by 3% in 2020. Assuming that the pandemic faded in the second half of 2020, the global economy was projected to grow by 5.8% in 2021 when economic activity normalised.

### Global Tourism Performance

5.9 Growth in international arrivals matched its forecast of 3-4% for 2019. The data collected by IPK International originally pointed to a positive outlook for global outbound travel market to reach a plus of 4% for 2020. However, with mounting travel restrictions and growing spread of the virus worldwide, as at March 2020 Tourism Economics expected global travel to fall 9.1% in 2020, the largest drop ever in the past 40 years. The World Tourism Organization of United Nations (UNWTO) indicated that international tourism would drop 22% in the first quarter of 2020 and could decline by 60-80% over the whole year. The tourism industry accounts for 10% of the world's Gross Domestic Products and jobs. The global impact of the pandemic worsened with cancellations of trips, hotel bookings and events, and is putting more than 50 million jobs in the global travel and tourism sector at risk. Once the outbreak is under control, it would take up to at least 10 months for the tourism sector to return to its normal levels. The UNWTO expected to see signs of recovery by the final quarter of 2020 and leisure travel would be expected to recover quicker.

### Hong Kong Economy

5.10 The Hong Kong economy saw an abrupt deterioration in the third quarter of 2019, contracting by 2.9% year-on-year. The local social incidents which started in June 2019 took a heavy toll on inbound tourism and consumption-related activities. The labour market eased further as economic conditions continued to worsen, with the seasonally adjusted unemployment rate edging up to 3.3% by the end of 2019 and increasing further to 4.2% in March 2020. The local economy is expected to drop by 4.9% in the second quarter of 2020 and unemployment rate is expected to increase. The economic recession deepened in Hong Kong in the first quarter of 2020, as the threat of COVID-19 seriously disrupted a wide range

of local economic activities. GDP contracted sharply by 8.9% in real terms in the first quarter from a year earlier, the steepest for a single quarter on record. Resulting from the severe global economic impact of the COVID-19 pandemic, the real GDP growth forecast for 2020 was revised to -4% to -7%.

### Hong Kong Tourism Performance

5.11 Sustaining the upward trend in 2018, total visitor arrivals recorded a 14% growth in the first half of 2019. The situation reversed in the second half of the year recording a drop of almost 40% in visitor arrivals. As at August 2019, over 20 countries, including long- and short-haul markets, had released outbound travel alerts with the level of “high degree of caution” to Hong Kong due to social unrest. Outbound travelling plans for the 2019 year-end festive season were slow. Other than significant cancellations and postponement of mega and sports events, organisers of the MICE businesses who chose Hong Kong as their prime location had considered to relocate the events elsewhere.

5.12 Comparing to the fourth quarter of 2018, a year-on-year decrease of visitor arrivals at around 50% was recorded. Total visitor arrivals in 2019 amounted to around 55.91 million, a 14.2% drop from 2018. The average length of stay by overnight visitors had slightly increased to 3.3 nights but the Per Capita Spending of all overnight visitors was HK\$5,820, a decline of 12% over that of 2018. Total expenditure associated with inbound tourism (TEAIT) in 2019 has decreased by 22.7% year-on-year to HK\$256.2 billion. Visitor satisfaction also recorded a drop of 0.1 point to 8.5 on a 10-point scale over that of 2018, mainly due to the disruption to visitors’ in-town itineraries. The rating of recommending Hong Kong to visitors and relatives decreased from 92% to 89% in view of concerns over the city’s safety and stability.

5.13 While the tourism industry was still trying to find measures to recover from the damaging legacy from social incidents, the aggravation of the industry’s plight by the coronavirus since January 2020 further strained international arrivals to Hong Kong. In light of the evolving coronavirus situation, many countries have imposed entry restrictions, visa suspensions and quarantine measures for travellers. In order to minimise the risk of spreading the virus to Hong Kong, the local Government has implemented a series of inbound and outbound travelling restrictions and quarantine measures. Under the gloomy outlook caused by the COVID-19 pandemic, data from the Hong Kong Tourism Board (HKTB) indicated that the number of visitors to Hong Kong from January to March 2020 has dropped from 3 207 802 to 82 285, a year-on-year decrease of 98.6%. According to the Census and Statistics



Department, the unemployment rate in February to April 2020 of the consumption- and tourism-related sectors has reached 9%. The tourism industry is facing unprecedented severe hardship.

### Navigating the Storm

#### 5.14 Airline Companies

Since June till end of 2019, airlines had cut routes or switched to smaller planes in response to weak travelling demand to Hong Kong. Local carriers had resorted to offer unpaid leave to staff to cope with the tepid demand. Meanwhile, during the city's fight against the virus starting from January 2020, global travel reduced drastically due to travel bans imposed, as well as travellers holding off or cancelling their plans. Scores of airlines including the major local based airlines have cancelled services, extended salary cuts and laid off staff. Weak travel demand globally would likely to continue into the summer peak season and last till late 2020.

With a 59% decline in air travel demand, Hong Kong aviation is at the most critical juncture in its history. The pandemic is set to reshape Hong Kong's aviation industry for decades to come. From September 2019 to early April 2020, the Airport Authority Hong Kong (AA) has introduced altogether four rounds of relief measures amounting to a total of \$4.6 billion for supporting the airport community. It is expected to benefit over 400 companies, including airlines, aviation support and associated passenger services, airport retail tenants and restaurants, and airport staff.

#### 5.15 Travel Agents and Airline Ticket Agents

The inbound tourism was adversely affected by the social incident and some industry practitioners had to take unpaid leave and could merely rely on part-time or freelance jobs, if available, during that period. By end 2019, more travel agents had to reduce cost by laying off staff, scaling down the business, extending unpaid leave etc. Worse still, the outbreak of the virus has led to cancellations of incoming arrivals and outbound travelling plans, severely crunched the already weakened industry. According to the Travel Industry Council (TIC), over 4 200 tour groups were cancelled since end-January 2020, affecting more than 130 000 visitors. Industry personnel indicated that licensed tour escorts and tourist guides currently working in the industry got zero job level.

Aiming to assist the travel agent operators which were hard-hit as a result of social incidents and the pandemic, the Government had implemented relief measures since late 2019 including

cash incentives and business subsidies. Each eligible travel agent may receive a one-off subsidy of HK\$80,000 under the Travel Agents Subsidy Scheme of the Anti-epidemic Fund. The second phase of the Fund was extended in early April 2020 to provide each of the Agents with cash subsidy ranging from HK\$20,000 to HK\$200,000. Each travel agent's staff and active freelance licensed tourist guides and tour escorts would be provided a monthly subsidy of HK\$5,000 for six months.

#### 5.16 MICE Sector

In 2019, the overall numbers of overnight MICE arrivals dropped 14.2% where the long- and short-haul markets had decreased by 21% and 24.2% respectively. The industry was hard hit by the negative impact of the social unrest, with many events cancelled, postponed, downscaled or relocated elsewhere. Due to the outbreak of the pandemic, no events were organised since February 2020 as those were cancelled or postponed till mid- or late-2020, given that the pandemic could be controlled by then and social stability would be present. A Government subsidy of over HK\$1,020 million will be injected to subsidise exhibition and convention organisers and participants. While industry practitioners are preparing for the rebound of business activities once the pandemic eases, the HKTb is ready to step up its efforts to promote MICE tourism, finance the industry for related activities to come to Hong Kong.

#### Forging Ahead

#### 5.17 Travelling Sentiments

In view of the adverse impacts brought about by the social incidents and the widespread of the COVID-19 virus, tourism was one of the major economic sectors suffering the most in Hong Kong. The downturn of the industry adversely affects related sectors including hotel, catering and retail. Putting aside unexpected social- and health-related incidents, travelling has become more frequent with changing lifestyles and popularity of e-commerce. It is generally expected that when the pandemic has ceased and when normalities have resumed after a certain period of time, travelling will gradually resume to recover interrupted business activities and suppressed leisure travel sentiments.

## 5.18 Strategic Viability

Although the industry is fighting an uphill battle, Hong Kong's strategic role in attracting leisure and business travel to the region is still present. To propel the onward progression of the local tourism industry, tourism, business and infrastructural development strategies are well in place. With the rolling out of the Development Blueprint for Hong Kong's Tourism Industry and the Outline Development Plan for the Greater Bay Area in recent years, Hong Kong is developing towards a smart tourism city and an international tourism hub. The recent commissioning of transportation infrastructures provides wider choices of transportation modes and facilitates combo itineraries among neighbouring regions.

## 5.19 Strengthened Attractiveness

Other than promoting mega sports and cultural events, local and international delicacies, the HKTB will continue to identify suitable areas for tourists to experience Hong Kong's local life and district characteristics with cultural and historical uniqueness. With the future redevelopment and repositioning of tourist attractions such as country parks or geological attractions; expansion and enhancement of convention and exhibition facilities; and the new airport runway system with the Airport City in the pipeline, the strengthened attractiveness and higher capacity of these facilities should cater for more business and leisure arrivals.

## 5.20 Smart Tourism

The Government will make use of smart technology to enhance visitors' travel experience and the industry's competitiveness. The Government-funded Pilot Information Technology Development Matching Fund Scheme for Travel Agents and the Development Fund for the Travel Industry established by the AA subsidise industry training and promotional activities.

## 5.21 Industry Regulation

To enhance the integrity, professionalism and to foster healthy long-term development of the tourism industry, the Travel Industry Authority (TIA) is a new statutory regulatory body established for the licensing and regulation of travel agents, tourist guides and tour escorts. It also regulates shops that inbound tour groups are arranged to patronise.

## 5.22 On Your Mark

In the forefront, industry practitioners are looking up to the Government for continuous and extended relief measures to keep the business afloat and to safeguard employment. When the city rides over the storm, it will then be timely to promote the local atmosphere and stimulate local consumption in addition to attracting tourists to come to Hong Kong. Industry personnel anticipate that once the pandemic has subsided in the Mainland and nearby regions, Free Independent Travellers and business arrivals to Hong Kong should start to pick up from those areas gradually. The HKTB has devised a three-phase plan to reinvigorate Hong Kong tourism. The exact timeline will depend on the development of the pandemic.

### Future Manpower Demand

5.23 Competition for business and leisure arrivals will regain momentum when the pandemic ceases and global economy starts to revive in the longer run. Exceeding knowledgeable and seasoned customers' expectations will be vital for engaging customers. In the digital era, manpower for riding on technology, transforming big data into actionable insights with content relevancy and commerce effectiveness will be required. Yet, the human element will continue its distinctiveness when formulating innovative and creative propositions in the customer-centric tourism industry. A consistent supply of manpower equipped with robust industry knowledge, emerging skills and customer-centric mindset will be required to support the changing scene of the industry.

### **Manpower Projection and Annual Additional Manpower Requirement<sup>6</sup>**

5.24 The respective manpower projections and estimated annual additional manpower demand from 2020 to 2023 on the airline companies (Branch 1) and travel agents and airline ticket agents (Branch 2) (*Tables 5.4 and 5.5*) as well as the industry (*Tables 5.6 and 5.7*) are provided as follows. However, it was not feasible to use statistical modelling to project the demand for the MICE industry due to lack of historical data as MICE companies were firstly

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<sup>6</sup> Readers are alerted to interpret the manpower projection data in this Manpower Survey Report with caution due to global and local economic uncertainties. In particular, the local tourism industry has been facing serious downturn since the social unrest started in June 2019 and was further aggravated with the outbreak of the pandemic COVID-19 since late December 2019. With the pandemic affecting every walk of life globally and locally, it is expected that industry manpower situation will be facing unprecedented challenges for a period of time even after it has subsided.

included in the current survey covering only the sizeable establishments. Please refer to Appendix 9 for more details on method of manpower projections.

**Table 5.4 Manpower Trend for 2019 – 2023 by Branch\***

<u>Year</u>	<b>Airline Companies (Branch 1)</b>		<b>Travel Agents and Airline Ticket Agents (Branch 2)</b>	
	<u>No. of Employees &amp; Vacancies</u>	<u>Projected Manpower Trend</u>	<u>No. of Employees &amp; Vacancies</u>	<u>Projected Manpower Trend</u>
2019	21 615	-	19 433	-
2020	-	21 367 (-1.15%)	-	19 324 (-0.56%)
2021	-	21 427 (+0.28%)	-	19 236 (-0.46%)
2022	-	21 477 (+0.23%)	-	19 168 (-0.35%)
2023	-	21 517 (+0.19%)	-	19 114 (-0.28%)

*Note: Percentages in ( ) brackets indicate the percentage change of projected manpower demand as compared with those of the previous year*

5.25 In order to estimate the additional manpower requirements of the industry in the coming years, both the manpower trend as mentioned in table 5.4 and the industry leavers' rate were taken into consideration and the figures are projected by applying statistical formulae.

5.26 'Industry leavers' referred to employees leaving the tourism industry because of change of jobs to other industries, retirement, emigration and other reasons. Industry personnel were being consulted to estimate the rates for portraying a general direction and it took place before the widespread of the pandemic COVID-19. The Training Board considered that an annual rate of 1% for managerial/professional and supervisory/technical levels while 3% for other job levels in the tourism industry would be appropriate. However, with the pandemic affecting the global and local economy, readers are alerted to interpret the rate and the estimation thereof with caution.

**Table 5.5 Additional Annual Manpower Requirement for 2020 – 2023 by Branch\***

Job Level	Industry Leavers' Rate	Additional Annual Manpower Requirement		
		Manpower Trend (a)	Industry Leavers (b)	Total (a) + (b)
<b>Airline Companies (Branch 1)</b>				
Managerial/Professional	1%	-2	14	12
Supervisory/Technical	1%	-3	27	24
Clerical/Operative	3%	-20	519	499
Secretarial/Others	3%	0	5	5
<b>Total</b>	-	<b>-25</b>	<b>565</b>	<b>540</b>
<b>Travel Agents and Airline Ticket Agents (Branch 2)</b>				
Managerial/Professional	1%	-10	23	13
Supervisory/Technical	1%	-14	33	19
Clerical/Operative	3%	-54	393	339
Secretarial/Others	3%	-2	16	14
<b>Total</b>	-	<b>-80</b>	<b>465</b>	<b>385</b>

**Table 5.6 Manpower Projection for the Tourism Industry (Excluding MICE companies)\***

<u>Year</u>	<u>No. of Employees &amp; Vacancies</u>	<u>Projected Manpower Trend</u>
2019	41 048	-
2020	-	40 438 (-1.49%)
2021	-	40 337 (-0.25%)
2022	-	40 258 (-0.20%)
2023	-	40 195 (-0.16%)

*Note: Percentages in ( ) brackets indicate the percentage change of projected manpower demand as compared with those of the previous year*

**Table 5.7 Estimated Annual Additional Manpower Demand for 2020 to 2023  
(Excluding MICE companies)\***

Job Level	Industry Leavers' Rate	Additional Annual Manpower Requirement		
		(A) Manpower Trend	(B) Industry Leavers	(A)+(B) Total
Managerial/Professional	1%	-20	37	<b>17</b>
Supervisory/Technical	1%	-32	60	<b>28</b>
Clerical/Operative	3%	-159	907	<b>748</b>
Secretarial/Others	3%	-4	20	<b>16</b>
<b>Total</b>	-	<b>-215</b>	<b>1 024</b>	<b>809</b>

*\* Different sets of manpower figures are used for projecting individual branches and the industry as a whole, thereby resulting in different estimated figures for the manpower projections by respective branches (as shown in table 5.4 and 5.5) and by the industry (as shown in table 5.6 and 5.7). Readers should interpret the individual estimated projection figures by branches or by industry.*

## VI. Recommendations

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6.1 Based on the survey findings and observations, and having considered the factors of the business outlook and manpower projection, a list of recommendations is drawn up for the consideration of the different stakeholders of the tourism industry, including employers, employees, training providers, and the Government. In view of the unprecedented changes experienced by the industry, readers are alerted to consider the recommendations in accordance with the ‘new normal’ of the industry setting.

### Employers

- a. Support employees training during the slow period to position business for recovery. Besides in-house training programmes, employees can be encouraged to ride on the various Government-funded training schemes for continuous upgrading. These include the Continuing Education Fund, Skills Upgrading Scheme (SUS) Plus, Employees Retraining Fund as well as VTC administered Reindustrialisation and Technology Training Programme and Out-Centre-Courses Scheme.
- b. Award benefits such as time-off and tie discretionary bonus and advancement opportunities with training activities.
- c. Retain quality employees with competitive salary and benefits including overseas travel incentives, flexible working arrangements as well as tailored advancement and training opportunities. Offer fast-track advancement and entrepreneurship opportunities through co-managing platforms.
- d. Optimise employee experience across the multi-generational workplace by cultivating a caring and open-minded corporate culture.
- e. Encourage experiential visits by school students to front-end operations with sessions to shape career paths. Maximising school students’ exposure to the sub-sectors of the industry as early as possible would increase the likelihood in joining the industry after their graduation.
- f. Identify potential employees through collaborative internship and attachment projects, workplace training and assessments, and other learning experiences with schools and vocational and professional education institutes.



## Employees

- g. Adopt self-upgrading mentality in acquiring updated industry knowledge and regulations by attending industry training and activities.
- h. Leverage industry best practices on industry technologies with creativity and innovation for extending customer-centric niche products and personalised service.
- i. Strengthen soft skills, leadership and supervisory techniques for enhancing teamwork where diverse nationalities, cultural and age groups are intermingling. Employees nowadays expect transparency, recognition, empowerment and engagement.
- j. Share real-life experiences with teachers, parents and students through community activities such as career talks, parents and career masters receptions, site visits and try-out activities to bestow them with industry updates, career advancement opportunities and interesting happenings.
- k. Customise coaching and mentoring schemes for retention of new entrants.

## Training Providers

### l. *Industry Trainers:*

- Enhance training on emerging industry needs including digital competencies, big data collection and analytics, e-commerce, online reputation management, press and media communication skills, global knowledge. Value-added customer service, interpersonal, vocational language training, leadership and self-effectiveness management skills continue to be of high importance in a digital-prone environment.
- Organise management training programmes with learning and networking opportunities among different units and geographical locations which are highly valued by the young generation for nurturing cultural assimilation and building support mechanism.
- Provide creative and flexible training initiatives and arrangements such as VR applications, on-line, bite size self-learning mode to facilitate training engagement.

m. *Vocational Educators:*

- Inspire potential students with the distinguished learning environment and diverse local and overseas industry exposure opportunities offered by quality training and education institutions.
- Extend outreach to industry personnel to share insights and for timely update of training curriculum and activities according to industry trends and needs.
- Streamline students' classroom learning and workplace training. Online workplace assessment allows real-time feedback and minimises expectation gaps between the students and employers.
- Enhance students' industry professionalism with 21<sup>st</sup> Century skills, global exposure, cross-cultural sensitivity and customer-centric mindset to support international arrivals. Target families and ageing travellers, as well as the travelling preferences, social and cultural attachments of the Gen Z.
- Tailor in-service training to address the emerging industry trends and developments including digital applications development, e-commerce, online press and social media management and self-effectiveness.

Government

- n. Continue to stabilise industry operations and safeguarding employment by offering relief measures to industry personnel.
- o. Undertake marketing and promotion campaigns to drive overseas arrivals and to promote local consumption with industry partners.
- p. Promote accessible tourism to ensure destinations, products and services are practically accessible to all people, regardless of their physical limitations, disabilities or age.
- q. Extend efficient accessibility and infrastructure to attract overseas corporations in hosting MICE events supported by professional industry personnel.
- r. Facilitate smart-learning initiatives in accredited vocational and professional education and training institutions with additional resources.

- s. Subsidise integration of classroom learning with on-the-job training and assessment to nurture a continuous supply of skilled workforce.
- t. Assist industry practitioners, in particular with SMEs, retirees or start-ups to work-from-home with support of high-speed internet and digital tools with training and infrastructural support.
- u. Enhance work-incentive transport subsidies for attracting workforce to work at the airport and outer islands tourism-related establishments.
- v. Uplift industry image with cross-sector campaigns. Engage Key Opinion Leaders to attract young generations to join the industry.
- w. Liaise with employers to consider extending the retirement age and to re-engage fit and capable retirees. Provide dollar-for-dollar matching fund to encourage employers to hire retirees.
- x. Formulate policies for recruiting, retaining and upskilling of relevant sources of manpower such as new immigrants and housewives whilst balancing stakeholders' concerns with relevant social factors.

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## Membership of the Hotel, Catering and Tourism Training Board 2019-2021

### Chairman:

Mr UDELL David (nominated by a major international hotel chain)

### Vice-Chairman:

Mr LI Hon-shing Michael (nominated by the Federation of Hong Kong Hotel Owners Limited)  
SBS, BBS, JP, KSJ

### Members:

Ms CHAN Yui-yan Sarah (nominated by the Hong Kong Tourism Board)

Mr LEE Tang-hoi Damien (nominated by a major theme park or a major attraction)  
(*up to 2 October 2019*)

Mr CHANG Ka-lim Colin  
(*since 1 April 2020*)

Ms CHENG Wai-ching Anita (nominated by the Hong Kong Chefs Association)

Mr CHEUNG Chi-fai Marco (nominated by a catering association)

Mr CHOW Kwok-ming Nelson (nominated by a wine related association)

Ms NG Florence (nominated by a local based hotel chain)  
(*up to 12 December 2019*)

Ms FUNG Belinda  
(*since 1 April 2020*)

Mr KWOK Patrick (nominated by the Hong Kong Hotels Association)  
(*since 1 April 2020*)

Dr LEAHY Patricia, BBS (nominated by a sport/recreation organisation)

Mr LEE Po-lam Wilson	(nominated by a company specialising in the hospitality technology sector)
Dr LEUNG Kin-hang Paul	(nominated by a local education/training institution)
Mr YIU Pak-leung Perry MH <i>(up to 31 March 2020)</i>	(nominated by the Travel Industry Council of Hong Kong)
Mr LEUNG Paul, MH <i>(since 1 April 2020)</i>	
Mr LI Chin-hung Wallace	(nominated by the Club Managers' Association of Hong Kong)
Mr LI Wyn <i>(up to 11 December 2019)</i>	(nominated by the Board of Airline Representatives)
Mr WAN Ka-fai Herman <i>(since 1 April 2020)</i>	
Mr WONG Lenny	(nominated by a small and medium hotel)
Mr WU Wai-tsuen Wilson	(nominated by a major restaurant chain)
Ms YAU Brenda	(nominated by the Hong Kong Exhibition & Convention Industry Association)
Mr YAU Tik-wai	(nominated by a travel agent)
Mr PELLIZZER Marco <i>(up to 31 December 2019)</i>	(nominated by a travel agent)
(Vacant)	
Ms CHAN Kar-wing Veronica	(representing the Commissioner for Labour)
Mr LAI Anson	(representing the Commissioner for Tourism)



Mr YU Kwok-chu Edmond

(representing the Executive Director of the  
Vocational Training Council)

**Advisors:**

Mr BIEGER Felix M

Mr GREINER Rudolf

Mr READING Graeme J

Mr TCHOU Ming-kong Larry

**Secretary**

Ms AU Claudia

(Vocational Training Council)

### **Terms of Reference of the Hotel, Catering and Tourism Training Board**

1. To determine the manpower demand of the industry, including the collection and analysis of relevant manpower and student/trainee statistics and information on socio-economic, technological and labour market developments.
2. To assess and review whether the manpower supply for the industry matches with the manpower demand.
3. To recommend to the Vocational Training Council (the Council) the development of vocational and professional education and training (VPET) facilities to meet the assessed manpower demand.
4. To advise the Council on the strategic development and quality assurance of its programmes in the relevant disciplines.
5. To prescribe job specifications for the principal jobs in the industry defining the skills and knowledge and advise on relevant training programme specifying the time a trainee needs to spend on each skill element.
6. To tender advice in respect of skill assessments, trade tests and certification for in-service workers, apprentices and trainees, for the purpose of ascertaining that the specified skill standards have been attained.
7. To advise on the conduct of skill competitions in key trades in the industry for the promotion of VPET as well as participation in international competitions.
8. To liaise with relevant bodies, including employers, employers' associations, trade unions, professional institutions, training and educational institutions and government departments, on matters pertaining to the development and promotion of VPET in the industry.
9. To organise seminars/conferences/symposia on VPET for the industry.
10. To advise on the publicity relating to the activities of the Training Board and relevant VPET programmes of the Council.
11. To submit to the Council an annual report on the Training Board's work and its recommendations on the strategies for programmes in the relevant disciplines.
12. To undertake any other functions delegated by the Council in accordance with Section 7 of the Vocational Training Council Ordinance.

## Membership of the Working Party on Manpower Survey – Tourism Industry 2019-2021

### Convenor:

Mr LI Wyn <i>(up to 11 December 2019)</i>	(The Board of Airline Representatives)
Ms YAU Brenda <i>(since 17 December 2019 - up to 19 April 2020)</i>	(The Hong Kong Exhibition & Convention Industry Association)
Mr LEUNG Paul, MH <i>(since 20 April 2020)</i>	(The Travel Industry Council of Hong Kong)

### Members:

Mr WAN Ka-fai Herman <i>(since 21 April 2020)</i>	(The Board of Airline Representatives)
Mr YAU Tik-wai	(A travel agent)
Mr LAI Anson	(Tourism Commission)
Dr CHEUNG Bryan	(Hong Kong Institute of Vocational Education/ Vocational Training Council)
Mr WONG Ka-wing Dennis <i>(since 18 December 2019)</i>	(Hong Kong Institute of Vocational Education/ Vocational Training Council)
Mr LAM Nai-man Jack	(Hotel and Tourism Institute/Chinese Culinary Institute/International Culinary Institute/ Vocational Training Council)

### Secretary

Ms AU Claudia	(Vocational Training Council)
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**Terms of Reference of the Working Party on Manpower Survey – Tourism Industry**

1. To determine the manpower demand of the industries, including the collection and analysis of relevant manpower statistics and information on socio-economic, industry and labour market developments;
2. To assess and review whether the manpower supply for the industries match the manpower demand and to project the training needs in order to meet the latest market demand.

### Sampling Plan for 2019 Manpower Survey of the Tourism Industry

	Branch	Employment Size	Stratum Code	No. of Companies	Sampling Fraction	Sample Size
1	Airline Companies (HSIC: 510100, 510900, 510201, 510202)	1-9	1	45	1	45
		10-49	2	45	1	45
		50-99	3	12	1	12
		100-199	4	9	1	9
		200-499	5	1	1	1
		500-999	6	0	1	0
		1 000 & Above	7	4	1	4
	Sub-total			116		116
2	Travel Agents and Airline Ticket Agents (HSIC: 791000, 799000)	1-9	1	2 274	0.072	164
		10-49	2	282	0.35	99
		50-99	3	24	1	24
		100-199	4	13	1	13
		200-499	5	8	1	8
		500-999	6	4	1	4
		1 000 & Above	7	0	1	0
	Sub-total			2 605		312
3	MICE (HSIC 823000, 681200)	20-49	1	NA	NA	1
		50-99	2	NA	NA	1
		100-199	3	NA	NA	3
		200-299	4	NA	NA	2
		900-999	5	NA	NA	1
						8
	Total			2 721		436

Notes : 1 HSIC: Hong Kong Standard Industrial Classification

2 All data collected at company level.

3 Additional 2 establishments in Travel Agents and Airline Ticket Agents (Branch 2) were discovered during survey period. Thus, 314 samples were covered in Branch 2 and a total of 438 samples were covered in the survey.

### **Definition of Terms**

Employees	“Employees” refer to persons who are under the payroll of the sampled establishment / company for the specified job, disregarding whether the employees are deployed to work in other places (including the mainland of China).
Full Time Employees	“Full Time Employees” refer to those working full-time (i.e. at least 4 weeks a month, and not less than 18 hours in each week) under the payroll of the establishment. These include proprietors and partners working full-time for the establishment.
Trainees / Apprentices	“Trainees / apprentices” refer to full-time employees undergoing training. This includes trainees receiving any form of training and apprentices under a contract of apprenticeship.
Vacancies	“Vacancies” refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel at the time of survey.
Average Monthly Remuneration Package	“Average monthly remuneration package” refers to the monthly remuneration package including basic salary, overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus. It is an average figure among employees engaging in the same principal job.
Postgraduate Degree	“Postgraduate degree” refers to a higher degree(s) (e.g. master degree) offered by local or non-local education institutions, or equivalent.
First Degree	“First degree” refers to the first degree(s) offered by local or non-local education institutions, or equivalent.
Sub-degree	“Sub-degree” refers to the Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate, Endorsement Certificate, Associateship or equivalent programmes offered by local or non-local institutions.

Diploma / Certificate	“Diploma / certificate” refers to technical and vocational education programmes, including Diploma / Certificate courses, Diploma of Foundation Studies, Diploma of Vocational Education and programmes at the craft level or equivalent.
Secondary 4 to 7	“Secondary 4 to 7” refers to the education programmes under the Hong Kong Certificate of Education Examination (HKCEE), the Hong Kong Diploma of Secondary Education (HKDSE) Examination, Diploma Yi Jin, or equivalent.
Secondary 3 or below	“Secondary 3 or below” refers to secondary 3 or below, or equivalent.
Internal Promotion	An “internal promotion” is the promotion of a full-time employee to a higher level job by virtue of his/her performance or abilities.
New Recruits without Tourism Industry Experience	“New recruits without tourism industry experience” refer to new full-time employees joining the establishment without previous tourism industry experience (excluding fresh graduates of Tourism Programmes).
New Recruits who are Fresh Graduates of Tourism Programmes	“New recruits who are fresh graduates of tourism programmes” refer to the full-time employees joining the establishment who are fresh graduates of tourism programmes.

Vocational Training Council 職業訓練局

Appendix 7(a)

Headquarters (Industry Partnership) 總辦事處(行業合作)  
30F, Billion Plaza II, 10 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong  
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Facsimile No 傳真

Our Reference 本局檔號

Your Reference 來函檔號



22<sup>nd</sup> July 2019

Dear Sir/Madam,

**The 2019 Manpower Survey of the  
Tourism Industry**

The Hotel, Catering and Tourism Training Board (the Training Board) of the Vocational Training Council (VTC), appointed by the Chief Executive of the Hong Kong Special Administrative Region (HKSAR), is responsible for matters pertaining to manpower training in the industry. In order to collect the latest manpower information for formulating recommendations on future manpower training, the Training Board will conduct the captioned survey **from 12 August to 12 October 2019**. I am writing to enlist your help by providing the relevant information to the survey and your co-operation would be much appreciated.

I enclose the following documents for your reference and completion:

- (a) The Questionnaire;
- (b) Explanatory Notes (Appendix A); and
- (c) Job Descriptions for Principal Jobs (Appendix B).

The VTC has appointed **Mercado Solutions Associates Ltd. (MSA)** to assist in conducting the above survey. During the survey period, the enumerator of MSA will contact your establishment for the survey and answer the questions you may have. If necessary, visit will be made to your establishment to assist in completing and collecting the questionnaire. Alternatively, you may return the copy of the completed questionnaire to MSA via fax to 2538 8123 or email to [ms@mercadosolutions.com](mailto:ms@mercadosolutions.com).

I wish to assure you that the information provided will be handled **in strict confidence** and published on aggregate basis without reference to individual establishments.

The Manpower Survey Report will be uploaded onto the VTC website after completion of the survey. Should you have any queries, please do not hesitate to contact the following hotline during 9:30 a.m. to 6:00 p.m. from Monday to Friday :

- ✧ For matters regarding completion and return of questionnaire(s), please contact Ms. LI of MSA at 2598 5050.
- ✧ In case you want to approach VTC directly, please contact Mr. Edward CHAN of VTC Manpower Survey (Statistical Team) at 3907 6716.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'David UDELL', written in a cursive style.

(David UDELL)  
Chairman  
Hotel, Catering and Tourism  
Training Board

Encl.



**CONFIDENTIAL**

WHEN ENTERED WITH DATA

填入數據後即成

**機密文件****VOCATIONAL TRAINING COUNCIL****職業訓練局****THE 2019 MANPOWER SURVEY OF THE TOURISM INDUSTRY****旅遊業2019年人力調查**

The 2019 Manpower Survey of the Tourism Industry aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please kindly provide the information of your establishment as at **1<sup>st</sup> August 2019** by answering the questionnaire. Thank you.

旅遊業2019年人力調查旨在蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。懇請貴機構根據**2019年8月1日**的人力情況填寫此問卷。多謝合作。

(For official use)

Industry Code \_\_\_\_\_

**Establishment Information****機構資料****NATURE OF BUSINESS:**

業務性質

 Airline Companies

航空公司

 Travel Agents

旅行社

 Ticketing Agents

票務代理

 Tour Operators

旅行團組團商

 Others, please specify

其他，請註明 \_\_\_\_\_

TOTAL NO. OF PERSONS ENGAGED: \_\_\_\_\_

僱員總人數

**Details of Contact Person\*****聯絡人資料\***

NAME OF PERSON TO CONTACT: \_\_\_\_\_

聯絡人姓名

POSITION: \_\_\_\_\_

職位

TEL. NO. : \_\_\_\_\_

電話

FAX NO. : \_\_\_\_\_

圖文傳真

E-MAIL : \_\_\_\_\_

電郵

\* The information provided will be used for the purpose of this and subsequent manpower surveys.

所提供資料將用作是次及日後人力調查之用。

**Part I – Manpower Information**

**第一部份 – 人力情況**

Please complete columns 'B' to 'G' of the questionnaire according to the list of principal jobs by referring to Appendix B for job description of individual job.

請根據列表中的主要職務，並參考附錄B有關各種職務的工作說明來填寫表內各 'B' 至 'G' 欄。

**Principal Jobs (Full-time employees) 主要職務 (全職僱員)**

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

Job Code 職位編號	(A) Principal Job 主要職務  (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at Survey Reference Date (Excl. trainees/apprentices <sup>#</sup> )  在統計日期的僱員人數 (實習生/學徒 <sup>#</sup> 除外)	(C) No. of Trainees/Apprentices <sup>#</sup> as at Survey Reference Date  在統計日期的實習生/學徒 <sup>#</sup> 人數	(D) No. of Vacancies as at Survey Reference Date  在統計日期的空缺額	(E) Forecast Number of Employees as at August 2020 (Excl. trainees/apprentices <sup>#</sup> )  預計在2020年8月的僱員人數 (實習生/學徒 <sup>#</sup> 除外)	(F) Average Monthly Remuneration Package of Employees (Employee's basic salary + average monthly supplementary benefits)  僱員之每月平均薪酬 (底薪 + 平均每月其他津貼收入)  Code 編號	(G) Preferred Education of Employees  僱員宜有的教育程度  Code 編號    Education Level 教育程度
						1 \$10,000 or below 或以下 2 \$10,001 - \$15,000 3 \$15,001 - \$20,000 4 \$20,001 - \$30,000 5 \$30,001 - \$40,000 6 \$40,001 or above 或以上	1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下
e.g: 例子:	<b>Job Title A (3 employees, 1 Apprentice and 2 vacancies)</b> 職位甲 (3名僱員, 1名學徒及2個空缺)	<b>3</b>	<b>2</b>	<b>5</b>	<b>10</b>	<b>6</b>	<b>2</b>
<b>Managerial/ Professional Level 經理/專業人員級</b>							
101	Administration Manager ; Office Manager 行政經理 ; 寫字樓經理						
102	Director of Personnel and Training ; Director of Human Resources 人事及訓練部總監 ; 人力資源部總監						
103	Director of Public Relations ; Public Relations Manager 公共關係部總監 ; 公共關係部經理						
104	Information Systems Manager ; Information Systems Service Manager ; IT Manager ; IT Project Manager ; Information Security Specialist 資訊系統經理 ; 資訊系統服務經理 ; 資訊科技經理 ; 資訊科技項目經理 ; 資訊保安專責經理						
105	Executive Director ; General Manager ; Proprietor ; Partner ; Managing Director 執行董事 ; 總經理 ; 東主 ; 合夥人 ; 常務董事						
106	Financial Controller ; Accountant 財務總監 ; 會計師						
107	Manager ; Operations Manager ; Area Manager 經理 ; 業務經理 ; 地區經理						
108	Marketing Manager ; Director of Sales ; Convention Manager ; Event Manager ; Digital Marketing Manager 市場拓展部經理 ; 營業總監 ; 會議經理 ; 項目經理 ; 數碼營銷經理						
109	Personnel Manager ; Personnel and Training Manager ; Human Resources Manager ; Training Manager 人事部經理 ; 人事及訓練部經理 ; 人力資源部經理 ; 訓練部經理						
110	Reservations Manager 訂位部經理						

# "Trainees/Apprentices" refer to those employees undergoing training, and includes trainees receiving any form of training and apprentices under a contract of apprenticeship. 「實習生」/「學徒」指正在接受訓練的僱員，及包括正在接受各種形式訓練的實習生，和根據學徒合約受聘的學徒。

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

(A) Principal Job 主要職務  (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at Survey Reference Date (Excl. trainees/ apprentices*)  在統計日期 的僱員人數 (實習生/ 學徒# 除外)	(C) No. of Trainees/ Apprentices# as at Survey Reference Date  在統計日期 的實習生/ 學徒#人數	(D) No. of Vacancies as at Survey Reference Date  在統計日期 的空缺額	(E) Forecast Number of Employees as at August 2020 (Excl. trainees/ apprentices#)  預計在2020年 8月的 僱員人數 (實習生/學徒 #除外)	(F) Average Monthly Remuneration Package of Employees (Employee's basic salary + average monthly supplementary benefits)  僱員之每月平均薪酬 (底薪 + 平均每月其他津 貼收入)  Code 編號 1 \$10,000 or below 或以下 2 \$10,001 - \$15,000 3 \$15,001 - \$20,000 4 \$20,001 - \$30,000 5 \$30,001 - \$40,000 6 \$40,001 or above 或以上	(G) Preferred Education of Employees  僱員宜有的 教育程度  Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下
Please enter a zero '0' in the box if no employee/trainees/apprentices/vacancy. 如沒有僱員/實習生/學徒/空缺, 請在方格內 填入 '0'。						

**Managerial/ Professional Level (continued) 經理/專業人員級 (續)**

111 Sales Manager ; Business Manager ; Tour Manager ; Customer Services Manager/Business Development Manager 營業經理 ; 業務經理 ; 客戶服務經理 ; 旅遊部經理 ; 業務發展經理						
112 Ticketing Manager 票務部經理						
115 Airport Manager ; Traffic Manager ; Crew Control Manager /Crew Operations Manager ; In-flight Services Manager ; Customer Relations Manager 機場經理 ; 交通事務經理 ; 機組人員運 作經理 ; 客戶關係經理						
116 Flight Dispatch Manager 航班簽派經理						

**Supervisory/ Technical Level 督導/技術員級**

201 Marketing Officer ; Marketing Executive ; Public Relations Officer ; Digital Marketing Officer 市場拓展部主任 ; 公共關係主任 ; 數碼營銷主任						
202 Accounting Supervisor ; Accounting Officer 會計部主管 ; 會計部主任 (e.g. accounts payable/ receivable/ inventory/ audit/ credit/ accounting/ paymaster/ cashier/ general cashier) (如 : 應付帳 / 應收帳 / 存貨 / 核數 / 信用 部 / 會計部 / 出納等)						
203 Airport Supervisor ; Traffic Supervisor ; Crew Control Supervisor / Crew Operations Supervisor ; Senior Purser ; Purser ; Customer Relations Supervisor 機場主管 ; 交通事務主管 ; 機組人員運 作主管 ; 高級機艙事務長 ; 機艙事務長 ; 客戶關係主管						
204 Systems Analyst ; Analyst Programmer ; Programmer ; Information Security Officer 系統分析員 ; 程式分析員 ; 程式編寫員 ; 資訊保安主任						
206 Personnel Officer ; Training Officer ; Human Resources Officer 人事部主任 ; 訓練部主任 ; 人力資源部 主任						
207 Planning Supervisor 策劃主管						
208 Reservations Supervisor ; Reservations Officer 訂位部主管 ; 訂位部主任						
209 Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant Sales Manager ; Assistant Sales Supervisor 客戶主任 ; 營業部主任 ; 營業部主管 ; 團體營業聯絡主任 ; 助理營業經理 ; 營業部助理主管						
210 Ticketing Supervisor ; Ticketing Officer 票務部主管 ; 票務部主任						
211 Business Analyst ; Data Analyst 商業分析員 ; 資料分析員						

# "Trainees/Apprentices" refer to those employees undergoing training, and includes trainees receiving any form of training and apprentices under a contract of apprenticeship. 「實習生」/「學徒」指正在接受訓練的僱員, 及包括正在接受各種形式訓練的實習生, 和根據學徒合約受聘的學徒。

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

(A) Principal Job 主要職務  (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at Survey Reference Date (Excl. trainees/ apprentices*)  在統計日期 的僱員人數 (「實習生」/ 「學徒」 除外)	(C) No. of Trainees/ Apprentices* as at Survey Reference Date  在統計日期 的實習生/ 學徒*人數	(D) No. of Vacancies as at Survey Reference Date  在統計日期 的空缺額	(E) Forecast Number of Employees as at August 2020 (Excl. trainees/ apprentices*)  預計在2020年 8月的 僱員人數 (「實習生」/ 「學徒」 除外)	(F) Average Monthly Remuneration Package of Employees (Employee's basic salary + average monthly supplementary benefits)  僱員之每月平均薪酬 (底薪 + 平均每月其他津 貼收入)  Code 編號 1 \$10,000 or below 或以下 2 \$10,001 - \$15,000 3 \$15,001 - \$20,000 4 \$20,001 - \$30,000 5 \$30,001 - \$40,000 6 \$40,001 or above 或以上	(G) Preferred Education of Employees  僱員宜有的 教育程度  Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下
<b>Clerical/ Operative Level 文員/操作工級</b>						
301 Accounting Clerk ; General Cashier 會計部文員 ; 出納員						
303 General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 寫字樓文員 ; 人事部文員 ; 訓練部文員 ; 營業部文員 ; 核對文員 ; 人力資源部文 員						
304 Reservations Agent 訂位代理						
305 Sales Representative 營業代表						
306 Statistical Clerk ; Operation Clerk ; Planning Officer 統計部文員 ; 業務文員 ; 策劃主任						
307 Cabin Attendant ; Crew 機艙服務員						
308 Cargo Officer (Passenger Service) 貨物裝卸主任 (旅客服務)						
309 Ground Hostess ; Ground Crew ; Ground Services Staff 地勤服務員 ; 行李過磅處人員						
310 Information Counter Officer ; Customer Services Officer 詢問處主任 ; 客戶服務部主任						
311 Flight Dispatch Officer 航班簽派員						
313 Airport Officer ; Crew Control Officer / Crew Operations Officer 機場主任 ; 機組人員運作主任						
314 Traffic Officer 交通事務主任						
318 Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員 ; 電腦操作員 ; 用戶支援員						
324 Airline Reservation and ; or Ticketing Clerk 航空公司訂位及 ; 或票務部文員						
326 Marketing/Public Relations Assistant ; Digital Marketing Assistant 市場拓展 / 公共關係助理 ; 數碼營銷助理						
<b>Secretarial/ Others Level 秘書/其他職級</b>						
401 Executive Secretary ; Secretary ; Typist 行政秘書 ; 秘書 ; 打字員						
402 Office Assistant ; Messenger 辦公室助理員 ; 信差						
<b>Other Related Tourism Industry Staff 其他相關旅遊業的員工</b>						
<i>For Official Use</i>						

\* "Trainees/Apprentices" refer to those employees undergoing training, and includes trainees receiving any form of training and apprentices under a contract of apprenticeship. 「實習生」/「學徒」指正在接受訓練的僱員，及包括正在接受各種形式訓練的實習生，和根據學徒合約受聘的學徒。

**Part II**  
**第二部份**

**Internal Promotion**

**內部晉升**

1. Number of full-time employees with internal promotion in the past 12 months:  
過去十二個月內，內部晉升的全職僱員人數：

(a) From Supervisory/Technical to Managerial/Professional 由督導／技術員晉升為經理／專業人員	
(b) From Clerical/Operative to Supervisory/Technical 由文員／操作工晉升為督導／技術員	

**New Recruitment**

**新聘僱員**

2. Number of new recruits of your establishment in the past 12 months:  
過去十二個月內，貴機構新招聘的全職僱員人數。

	Managerial/ Professional 經理／專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／其他員工
(a) Total 總人數				
(b) Number of new recruits <b>without</b> tourism industry experience and / or no tourism training 新招聘中 <b>無</b> 旅遊業經驗及／或無接受旅遊業培訓的全職僱員人數。				
(c) Number of new recruits who are <b>fresh graduates</b> of tourism programmes 新招聘的應屆旅遊業培訓課程 <b>畢業</b> 生人數				

**Employees Leaving the Establishment**

**僱員離職**

3. Number of full-time employees left in the past 12 months:  
過去十二個月內離職的全職僱員人數：

- (a) Managerial/Professional Level  
經理／專業人員級
- (c) Clerical/Operative Level  
文員／操作工級



- (b) Supervisory/Technical Level  
督導／技術員級
- (d) Secretarial/Others Level  
秘書／其他職級



4. Expected number of full-time employees who will be retiring in coming 12 months:  
預計在未來十二個月內退休的全職僱員人數：

- (a) Managerial/Professional Level  
經理／專業人員級
- (c) Clerical/Operative Level  
文員／操作工級



- (b) Supervisory/Technical Level  
督導／技術員級
- (d) Secretarial/Others Level  
秘書／其他職級

**Major Difficulties Encountered in Recruitment**

**主要招聘困難**

5. Please indicate the difficulties encountered in recruitment of full-time employees of your establishment in past 12 months.  
請指出 貴機構在過去十二個月招聘全職僱員時所遇到的困難。

	<u>Reasons</u> 原因	<u>Managerial/ Professional</u> 經理/ 專業人員	<u>Supervisory/ Technical</u> 督導/技術員	<u>Clerical/ Operative</u> 文員/操作工
(a)	No recruitment was taken place 沒有招聘	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b)	Recruitment was taken place and the difficulties encountered were: (You may tick "✓" one or more options.) 有招聘，所遇到的困難是：（可剔“✓”選多於一項。）			
(i)	Lack of candidates with relevant experience 缺乏具相關經驗求職者	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii)	Unsatisfactory terms of employment 聘用條件不理想	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii)	Unsatisfactory working environment 工作環境不理想	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv)	Limited career prospects 晉升機會有限	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v)	Insufficient trained/qualified manpower in the related disciplines 缺乏具相關訓練/資歷的人力資源	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi)	Competition for manpower from the Mainland/Macao/other cities 源自內地/澳門/其他城市之人手競爭	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii)	Alternative offers in the market 市場上有其他選擇	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii)	Others (please specify) 其他（請說明） _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix)	Did not encounter difficulties 沒有遇上困難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Preferred Working Experience in Tourism Industry of Employees**

**僱員宜有的旅遊業工作經驗**

6. Please indicate the preferred years of experience in Tourism Industry before occupying the post (Please tick "✓").  
請指出全職僱員擔任現職前宜有從事旅遊業的工作年資（請剔“✓”選）。

	<u>Managerial/ Professional</u> 經理/專業人員	<u>Supervisory/ Technical</u> 督導/技術員	<u>Clerical/ Operative</u> 文員/操作工	<u>Secretarial/ Others</u> 秘書/其他員工
(a) No experience 無經驗	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Less than 1 year 1年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) 1 year - less than 3 years 1年至3年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) 3 years - less than 6 years 3年至6年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) 6 years - less than 10 years 6年至10年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) 10 years or above 10年或以上	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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**Training of Employees**

**僱員的訓練**

7. Please indicate the average man-day of training per full-time employee which your establishment had offered in the past 12 months (Please tick "✓").

請指出過去十二個月內，貴機構向每名全職僱員提供訓練的平均日數（請剔"✓"選）。

	<u>Managerial/ Professional</u> 經理／專業人員	<u>Supervisory/ Technical</u> 督導／技術員	<u>Clerical/ Operative</u> 文員／操作工	<u>Secretarial/ Others</u> 秘書／其他員工
(a) Nil 無	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Less than 5 days 5 日以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) 5 days - less than 10 days 5 日至 10 日以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) 10 days - less than 15 days 10 日至 15 日以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) 15 days - less than 20 days 15 日至 20 日以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) 20 days - less than 1 month 20 日至一個月以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(g) 1 month or above 一個月或以上	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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8. Please indicate the most suitable time of training for full-time employees (Please tick "✓").

請指出最合適全職僱員的訓練時間（請剔"✓"選）。

	<u>Managerial/ Professional</u> 經理／專業人員	<u>Supervisory/ Technical</u> 督導／技術員	<u>Clerical/ Operative</u> 文員／操作工	<u>Secretarial/ Others</u> 秘書／其他員工
(a) Day Time 日間	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Evening 夜間	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Flexible (e.g. web-based) 彈性時間 (例如: 網上學習)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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9. Please indicate the type of training provided to the full-time employees in the past 12 months (by type of course) (You may wish to tick “√” more than 1 course for each job level).

請選擇 貴機構的全職僱員在過去十二個月內曾接受以下的培訓課程（按課程種類劃分）（每職級可剔“√”選多個課程）。

<u>Training</u> 培訓	<u>Managerial/ Professional</u> 經理／專業人員	<u>Supervisory/ Technical</u> 督導／技術員	<u>Clerical/ Operative</u> 文員／操作工	<u>Secretarial/ Others</u> 秘書／其他員工
<b>A. Managerial Skills 管理技巧</b>				
(i) Business and Financial Strategic Planning, Implementation and Evaluation 業務及財務策略規劃、推行及檢討	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Human Resources Management 人力資源管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Sales and Marketing Strategic Planning, Implementation and Evaluation 銷售及市場策略規劃、推行及檢討	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Supervisory Techniques, Leadership Skills 督導管理、領導技巧	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Risk Management 風險管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Others (please specify) 其他（請說明）_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>B. Professional Skills 專業技能</b>				
(i) Airline and Airport Operations 航空公司及機場營運	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Airline Catering 航空膳食	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Ticketing and Reservation System 票務及預訂系統	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Travel Insurance 旅遊保險	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Information Technology 資訊科技	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Others (please specify) 其他（請說明）_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>C. Generic Skills 通用技巧</b>				
(i) Service Attitude/Customer Service 服務態度／顧客服務	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Communication 溝通	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Problem Solving 解決疑難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Others (please specify) 其他（請說明）_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>D. Language 語言</b>				
(i) Putonghua 普通話	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) English 英語	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Others (please specify) 其他（請說明）_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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10. Please accord priority in respect of different skills of training for full-time employees to engage in the coming 12 months, from 1 to 4 with 1 being the first priority.

請 貴機構就全職僱員在未來十二個月接受培訓之範圍提供優先次序。優先次序由1至4，1為首選。

<u>Skill Sets</u> 技能類別	<u>Managerial/ Professional</u> 經理／專業人員	<u>Supervisory/ Technical</u> 督導／技術員	<u>Clerical/ Operative</u> 文員／操作工	<u>Secretarial/ Others</u> 秘書／其他員工
(i) Managerial Skills 管理技巧				
(ii) Professional Skills 專業技能				
(iii) Generic Skills 通用技巧				
(iv) Language 語言				

**End of Questionnaire. Thank You for Your Co-operation.**  
問卷完，多謝合作。

The 2019 Manpower Survey of the Tourism Industry  
旅遊業 2019 年人力調查

Explanatory Notes  
附註

**Part I**  
**第一部份**

1. Principal Jobs – Column ‘A’  
主要職務 —— ‘A’ 欄

- (a) Please go through column ‘A’ and mark those principal jobs applicable to your establishment. For detailed job descriptions for principal jobs, please refer to Appendix B.  
請瀏覽 ‘A’ 欄，選取適用於 貴機構的主要職務。有關詳細的工作說明，請參閱附錄 B。
- (b) Please note that some of the job titles may not be the same as those used in your establishment. Please classify an employee according to his/her major duty and supply the required information if the jobs have similar or related functions.  
調查表內部分職稱可能有別於 貴機構所採用者。請根據僱員的主要職責分類。若員工職責與表內某職務的職責相近，可視作相同職務，請提供所需資料。
- (c) In the event where an employee’s duties in your establishment are split between two or more job titles, please use the job title that best describes his/her principal responsibility.  
如 貴機構有員工身兼多項職責，請選用最能反映其主要職責的職稱。
- (d) Please add in column ‘A’ titles of any principal jobs not mentioned in job descriptions (Appendix B); briefly describe them in respect of the appropriate job categories.  
如 貴機構另有旅遊的主要職務未載於工作說明（附錄 B），請一併填入 ‘A’ 欄內，並簡述其所屬的職務類別及等級。

2. Number of Full Time Employees as at Survey Reference Date (Excl. Trainees/Apprentices) – Column ‘B’  
在統計日期的全職僱員人數（實習生／學徒除外） —— ‘B’ 欄

For each principal job, please fill in the total number of full time employees (excluding trainees/apprentices) as at survey reference date.

“Full Time Employees” refer to those working full-time (i.e. at least 4 weeks a month, and not less than 18 hours in each week) under the payroll of the establishment. These include proprietors and partners working full-time for the establishment. These definitions also apply to ‘employee(s)’ appearing in other parts of the questionnaire.

請填寫 貴機構於統計日期僱用的每個主要職務的全職僱員總數（實習生／學徒除外）。

「全職僱員」指在 貴機構內全職工作（即每月最少四週、每週不少於十八小時）的受薪人員，其中包括在機構內全職工作的東主及合夥人。調查表內所出現的「僱員」等詞，定義亦同。

3. Number of Full Time Trainees/Apprentices as at Survey Reference Date – Column ‘C’  
在統計日期的全職實習生／學徒人數 —— ‘C’ 欄

Please fill in the total number of full time employees undergoing training. This includes trainees receiving any form of training and apprentices under a contract of apprenticeship.

請填寫正在全職接受訓練的全職僱員總數，包括正在接受各種形式訓練的實習生，以及根據學徒合約受聘的學徒。

4. Number of Full Time Vacancies as at Survey Reference Date – Column ‘D’

在統計日期的全職空缺額 —— ‘D’ 欄

Please fill in the total number of existing full time vacancies (excluding trainees/apprentices) as at survey reference date. ‘Existing vacancies’ refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel as at survey reference date.

請填上在統計日期每一主要職務的全職空缺額（實習生／學徒除外）。「現有空缺額」指在統計日期的該職位仍懸空，需立刻填補而現正積極招聘人員填補。

5. Forecast Number of Full Time Employees as at August 2020 (Excl. trainees/Apprentices) – Column ‘E’

預計在 2020 年 8 月的全職僱員人數（實習生／學徒除外） —— ‘E’ 欄

The forecast of number employed means the number of full time employees you will be employing as at August 2020. The number given could be more / less than that in column ‘B’ if an expansion / a contraction is expected.

預計僱員人數指 貴機構在 2020 年 8 月的全職僱員人數。如估計業務屆時可能擴張／收縮，此欄所填的數字應多於／少於 ‘B’ 欄。

6. Average Monthly Remuneration Package of Full Time Employees (Excl. trainees/Apprentices) – Column ‘F’

全職僱員之每月平均薪酬（實習生／學徒除外） —— ‘F’ 欄

Please enter the code of average monthly remuneration package during the past 12 months for each principal job of full time employee(s). This should include basic salary, overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus. If you have more than one employee doing the same job, please enter the average range.

請在 ‘F’ 欄填入每個主要職務的全職僱員過去 12 個月每月平均薪酬的編號。這包括底薪、逾時工作津貼、生活津貼、膳食津貼、房屋津貼、旅行津貼、佣金及花紅。如 貴公司有多於一名僱員擔任同一主要職務，則請取平均收入。

7. Preferred Education of Full Time Employees – Column ‘G’

全職僱員宜有的教育程度 —— ‘G’ 欄

Please enter the code of preferred education level which an employer prefers his full time employees to have. 請在 ‘G’ 欄填入 貴機構對每個主要職務的全職僱員宜有的教育程度。

Definition of Preferred Level of Education:

宜有教育程度的定義：

- ◆ “Postgraduate Degree” refers to higher degrees (e.g. master degrees) offered by local or non-local education institutions, or equivalent.  
「研究生學位」是指本地或非本地教育機構提供的高等學位（如碩士學位），或同等教育程度。
- ◆ “First Degree” refers to first degrees offered by local or non-local education institutions, or equivalent.  
「學士學位」是指本地或非本地教育機構提供的學士學位，或同等教育程度。
- ◆ “Sub-degree” refers to Associate Degrees, Higher Diplomas, Professional Diplomas, Higher Certificates, Endorsement Certificates, Associateship or equivalent programmes offered by local or non-local education institutions.  
「副學位」是指本地或非本地教育機構提供的副學士、高級文憑、專業文憑、高級證書、增修證書、院士銜或同等課程。
- ◆ “Diploma/Certificate” refers to technical and vocational education programmes including Diploma/Certificate courses, Diploma of Foundation Studies, Diploma of Vocational Education and programmes at the craft level, or equivalent.  
「文憑／證書」是指技術及職業教育課程之文憑／證書、基礎課程文憑、職專文憑及技工程度的課程，或同等教育程度。
- ◆ “Secondary 4 to 7” refers to Secondary 4-7, covering the education programmes in relation to the Hong Kong Certificate of Education Examination (HKCEE), the Hong Kong Diploma of Secondary Education (HKDSE) Examination, Diploma Yi Jin, or equivalent.  
「中四至中七」是指中四至中七（包括與香港中學會考、香港中學文憑考試、毅進文憑等相關的教育課程）或同等教育程度。
- ◆ “Secondary 3 or below” refers to Secondary 3 or below, or equivalent.  
「中三或以下」是指中三或以下，或同等教育程度。

**Part II**  
**第二部份**

8. Question 1 – Internal Promotion

問題 1 —— 內部晉升

An internal promotion is the promotion of a full-time employee to a higher level job by virtue of his performance or abilities. Please fill in the number of internal promotion from “Supervisory Level to Managerial/Professional Level”, and from “Craft/Operative Level to Supervisory Level” in the past 12 months.

請填寫 貴機構內部晉升是指全職僱員因工作表現良好或具所需才能而獲提升至較高職位。請於所屬欄內填寫過去十二個月 貴機構內部由督導員級晉升至經理／專業人員級，以及由技工／操作工級晉升至督導員級的人數。

9. Question 2 – New Recruitment

問題 2 —— 新聘僱員

(a) Please fill in the number of new recruits in the past 12 months.

請填入在過去十二個月 貴機構新招聘的全職僱員人數。

(b) Please fill in the number of new recruits without tourism industry experience and / or no tourism training. “New recruits without tourism industry experience” refer to new full-time employees joining your establishment without previous tourism industry experience (Excl. fresh graduates of Tourism Programmes).

請填入 貴機構的新招聘無旅遊業經驗及/或無接受旅遊業培訓的全職僱員人數。「新招聘無旅遊業經驗的全職僱員」指在加入 貴機構前並無旅遊業經驗的全職僱員（應屆旅遊業培訓課程畢業生除外）。

(c) Please fill in the number of new recruits who are fresh graduates of tourism programmes (except Managerial/Professional Level). “New recruits who are fresh graduates of tourism programmes” refer to the full-time employees joining your establishment who are fresh graduates of tourism programmes.

請填入在過去十二個月 貴機構新招聘的應屆旅遊業培訓課程畢業生的全職僱員人數（經理／專業人員除外）。新招聘的應屆旅遊業培訓課程畢業生」指加入 貴機構之應屆旅遊業培訓課程畢業生。

10. Question 3, 4 – Employees Leaving the Establishment

問題 3, 4 —— 僱員離職

Question 3 Please fill in the number of different levels of full-time employees left employment in the past 12 months.

問題 3 請填上過去十二個月內在 貴機構離職的各級全職僱員人數。

Question 4 Please fill in the expected number of different levels of full-time employees who will be retiring in coming 12 months.

問題 4 請填上預計未來十二個月內在 貴機構退休的各級全職僱員人數。

11. Question 5 – Major Difficulties Encountered in Recruitment

問題 5 —— 主要招聘困難

Please put a tick in the appropriate box for the difficulties encountered in recruitment of full-time employees of your establishment in the past 12 months.

請指出 貴機構在過去十二個月在招聘全職僱員時遇到的困難，並在適當空格內加上“✓”號。

12. Question 6 – Preferred Working Experience in Tourism Industry of Employees

問題 6 —— 僱員宜有的旅遊業工作經驗

Please put a tick in the appropriate box for the preferred years of experience in tourism industry before occupying the post.

請指出全職僱員擔任現職前宜有從事旅遊業的工作年資，並在適當空格內加上“✓”號。

13. Question 7-10 – Training of Employees

問題 7 - 10 —— 僱員的訓練

Question 7 Please put a tick in the appropriate box for the average number of man-day of training per full-time employee which your organisation had offered in the past 12 months.  
問題 7 請指出 貴機構於過去十二個月內向每名全職僱員提供訓練的平均日數，並在適當空格內加上“✓”號。

$$\begin{array}{l} \text{Average number} \\ \text{平均日數} \end{array} = \frac{\begin{array}{l} \text{Total No. of Man-Days Spent} \\ \text{總訓練日數} \end{array}}{\begin{array}{l} \text{Total number of the full-time employees concerned in that category} \\ \text{有關級別的總全職僱員人數} \end{array}}$$

Question 8 Please put a tick in the appropriate box for the modes of training most suitable to your full-time employees by order of priority.  
問題 8 請指出 貴機構認為適合全職僱員的訓練方式，並在適當空格內加上“✓”號。

Question 9 Please put a tick in the appropriate box for the type of training provided to full-time employees in the past 12 months.  
問題 9 請提供 貴機構各級全職僱員人數過去十二個月曾接受培訓課程，並在適當空格內加上“✓”號。

Question 10 Please accord priority in respect of different skills of training for full-time employees to engage in the coming 12 months, from 1 to 4 with 1 being the first priority.  
問題 10 請 貴機構就全職僱員在未來十二個月接受培訓技能之範圍提供優先次序。優先次序由 1 至 4，1 為首選。

2019 Manpower Survey of the Tourism Industry

## 旅遊業2019年人力調查

## Job Descriptions for Principal Jobs

in the Tourism Industry – Airline

## 航空界別主要職務工作說明

Some of the job titles may not be identical to those used in your establishment. But if the jobs have similar or related functions, please treat them as the same and supply the required information in the questionnaire.

部分職稱可能與貴機構所採用者有別，但若工作性質相近，請視作同一職務，並在調查表內提供所需資料。

<u>Code</u> 編號	<u>Job Title</u> 職稱	<u>Job Description</u> 工作說明
<b>Managerial and professional level 經理及專業人員級</b>		
101	Administration Manager ; Office Manager 行政經理；寫字樓經理	<ul style="list-style-type: none"> <li>● Ensures smooth and efficient running of the internal systems and procedures;</li> <li>● Provides prompt and efficient centralised office and supporting services for all personnel.</li> <li>● 確保內部系統及程序順利有效運作；</li> <li>● 為各部門提供迅速和有效率之中央辦事處服務及輔助服務。</li> </ul>
102	Director of Personnel and Training; Director of Human Resources 人事及訓練部總監； 人力資源部總監	<ul style="list-style-type: none"> <li>● Establishes general personnel policies and adheres to labour laws; oversees staff recruitment, selection and replacement;</li> <li>● Assists department heads in scheduling staff vacation;</li> <li>● Strengthens employee relations with special incentive and activity programmes;</li> <li>● Handles staff grievances;</li> <li>● Prepares staff magazine;</li> <li>● Works with operation analyst in staff control.</li> <li>● 訂定一般人事政策及遵守勞工法例，監理聘用、甄選員工及填補空缺事宜；</li> <li>● 協助部門主管編排員工假期；</li> <li>● 推行特設之鼓勵及活動計劃以加強僱員關係；</li> <li>● 處理員工之投訴；</li> <li>● 印發員工刊物；</li> <li>● 就員工管理方面與業務分析主任合作。</li> </ul>
103	Director of Public Relations ; Public Relations Manager 公共關係部總監； 公共關係部經理	<ul style="list-style-type: none"> <li>● Plans and directs publicity campaigns and promotion activities at strategic levels;</li> <li>● Liaises with the press and entertainment media;</li> <li>● Writes and edits all materials for in-house promotions;</li> <li>● Handles photo captions, news stories and magazine features of the company for press release locally and internationally;</li> <li>● Prepares annual advertising budget;</li> <li>● Reviews regularly the major social media and related websites, responds and provides feedback;</li> <li>● Monitors and advises on the update of the travel agent's home webpage.</li> <li>● 根據部門策略計劃及指導宣傳活動；</li> <li>● 與報界及娛樂界聯絡；</li> <li>● 撰寫及編輯公司內部的宣傳資料；</li> <li>● 處理公司的圖片說明、新聞報導、雜誌專題，以便刊載於本港及國際報章、雜誌上；</li> <li>● 提交每年的廣告預算；</li> <li>● 定期瀏覽各主要社交或相關的網站，並適時作出回應及跟進；</li> <li>● 對旅行社自設網站的定期更新及優化作出意見及指示。</li> </ul>

<u>Code</u> 編號	<u>Job Title</u> 職稱	<u>Job Description</u> 工作說明
<b>Managerial and professional level (Continued) 經理及專業人員級(續)</b>		
104	Information Systems Manager ; Information Systems Service Manager ; IT Manager ; IT Project Manager ; Information Security Specialist 資訊系統經理; 資訊系統服務經理; 資訊科技經理; 資訊科技項目經理; 資訊保安專責經理	<ul style="list-style-type: none"> <li>● Designs IT applications and systems, and/or customises package solutions to meet business objectives;</li> <li>● Manages all phases of the development life cycle including feasibility study, development, implementation and support;</li> <li>● Manages specific IT development or services projects based on the user's/customer's requirements;</li> <li>● Undertakes design, technical support and review on IT/network security, firewalls and intrusion detection;</li> <li>● Drafts the information security standards, policies and procedures.</li> <li>● 設計電腦應用軟件及系統或制定套裝方案，達致業務目標；</li> <li>● 管理系統開發各階段的工作，包括進行可行性研究、開發、推行及支援系統；</li> <li>● 根據用戶／客戶要求，管理個別電腦開發或項目服務；</li> <li>● 負責設計、技術支援及檢討資訊／網絡保安、防火牆及侵入偵察設施；</li> <li>● 擬定資訊保安標準、政策及程序。</li> </ul>
105	Executive Director ; General Manager ; Proprietor ; Partner ; Managing Director 執行董事；總經理；東主；合夥人；常務董事	<ul style="list-style-type: none"> <li>● Assumes the total responsibility of managing the establishment, usually with other managers/executives as direct subordinates;</li> <li>● Implements the establishment's policies with a view to achieving their objectives.</li> <li>● 全權負責管理一間機構，通常其直屬下級為其他經理／行政人員；</li> <li>● 推行機構的政策，以達到其目標。</li> </ul>
106	Financial Controller ; Accountant 財務總監；會計師	<ul style="list-style-type: none"> <li>● Oversees accounting matters;</li> <li>● Advises top management on financing of capital expenditure monitors</li> <li>● Reviews accounting and financial control system for the company;</li> <li>● Prepares accounting reports and budgets for top management;</li> <li>● Prepares and reviews tax returns;</li> <li>● Supervises and coordinates the activities of accounting staff.</li> <li>● 監督會計事宜；</li> <li>● 向高層提供有關應付支出的意見；</li> <li>● 代機構監管及檢討會計及財務管理制度；</li> <li>● 編寫會計報告及預算案呈交高層；</li> <li>● 填寫稅單及檢討報稅工作；</li> <li>● 督導及安排會計部職員的工作。</li> </ul>
107	Manager ; Operations Manager ; Area Manager 經理；業務經理；地區經理	<ul style="list-style-type: none"> <li>● Takes charge of the overall operation;</li> <li>● Maintains close liaison with personnel in the local travel market and participates in international travel trade conventions/conferences.</li> <li>● 主管整體工作；</li> <li>● 與本港旅遊業工作人員保持密切聯繫，並參與國際旅遊業會議。</li> </ul>

<u>Code</u> 編號	<u>Job Title</u> 職稱	<u>Job Description</u> 工作說明
<b>Managerial and professional level (Continued) 經理及專業人員級(續)</b>		
108	Marketing Manager ; Director of Sales ; Convention Manager ; Event Manager ; Digital Marketing Manager 市場拓展部經理；營業總監； 會議經理；項目經理；數碼營 銷經理	<ul style="list-style-type: none"> <li>● Plans, organises, directs and controls the company's marketing functions;</li> <li>● Reviews market and sales analysis to determine local and overseas market requirements;</li> <li>● Co-ordinates public relations activities relating to sales promotion;</li> <li>● Chairs the daily briefing of sales department, controls the Kardex System.</li> <li>● Submits a monthly sales report, solicits for group and convention business;</li> <li>● Conducts sales campaign and contacts all visiting travel trade and business personnel;</li> <li>● Develops digital marketing strategies on the data collected from customers and various sources;</li> <li>● Develops and implements company's digital marketing and online-media strategies and campaigns;</li> <li>● Oversees, co-ordinates and plans the digital media creation and multi-channel publication of the requested content;</li> <li>● Undertakes marketing activities and advertising promotional plans, manages events and data analyses.</li> <li>● 策劃、組織、指導和管理公司的市場拓展活動；</li> <li>● 檢討市場及營業分析，以確定本地及海外市場需求；</li> <li>● 統籌與業務推廣有關的公共關係活動；</li> <li>● 主持營業部每日的簡短會議，控制顧客資料卡片系統；</li> <li>● 提交每月營業報告，爭取團體及會議業務；</li> <li>● 推行營業計劃並與訪港的旅遊業及商界人士聯絡；</li> <li>● 收集來自不同渠道和數碼平台用戶數據及制定數碼營銷策略；</li> <li>● 發展及實施公司數碼營銷及網上媒體策略和活動；</li> <li>● 監察、統籌及策劃數碼內容創作，管理製作流程及細節；</li> <li>● 負責市場活動與廣告/推廣計劃，管理項目和分析數據。</li> </ul>
109	Personnel Manager ; Personnel and Training Manager ; Human Resources Manager ; Training Manager 人事部經理； 人事及訓練部經理； 人力資源部經理； 訓練部經理	<ul style="list-style-type: none"> <li>● Plans and implements effective personnel management and training procedures for all levels of staff;</li> <li>● Co-ordinates and controls internal and external training;</li> <li>● Advises management on personnel/training and management development trends;</li> <li>● Acts as course leader in specific training programmes;</li> <li>● Provides counselling for employees;</li> <li>● Determines the effectiveness of personnel and training activities.</li> <li>● 為各職級人員策劃及推行有效的人事管理及訓練計劃；</li> <li>● 管理及協調機構內外訓練；</li> <li>● 就人事／訓練及管理發展趨勢向管理階層提供意見；</li> <li>● 任特別訓練計劃的課程負責人；</li> <li>● 為職員提供輔導；</li> <li>● 評定人事管理及訓練活動的成效。</li> </ul>
110	Reservations Manager 訂位部經理	<ul style="list-style-type: none"> <li>● Formulates and supervises the reservation system;</li> <li>● Clarifies booking situation with management of travel/tourism related organisations and commercial accounts;</li> <li>● Promotes good relations with the public.</li> <li>● 制定及監督訂位制度；</li> <li>● 向旅遊機構管理人員及客戶查詢訂位情況；</li> <li>● 促進與公眾的關係。</li> </ul>
111	Sales Manager ; Business Manager ; Tour Manager ; Customer Services Manager ; Business Development Manager 營業經理；業務經理； 客戶服務經理； 旅遊部經理； 業務發展經理	<ul style="list-style-type: none"> <li>● Re-structures marketing and sales strategies;</li> <li>● Observes competitors and new market trends;</li> <li>● Plans sales calls and provides leads;</li> <li>● Conducts sales performance appraisals of subordinates;</li> <li>● Reviews sales targets regularly.</li> <li>● 重訂市場拓展及營業策略；</li> <li>● 留意同業動態及市況新趨勢；</li> <li>● 設計營業付款通知書及提供重要報導；</li> <li>● 評估屬下的推銷表現；</li> <li>● 定期檢討營業目標。</li> </ul>



<u>Code</u> 編號	<u>Job Title</u> 職稱	<u>Job Description</u> 工作說明
<b>Managerial and professional level (Continued) 經理及專業人員級(續)</b>		
112	Ticketing Manager 票務部經理	<ul style="list-style-type: none"> <li>● Controls, formulates and supervises the ticketing system of the agency according to international and local regulations;</li> <li>● Clarifies booking situation with management of travel/tourism related organisations and commercial accounts.</li> <li>● 按國際及本地規例管理、制定及監督旅行社的票務工作程序；</li> <li>● 向旅遊機構管理人員及客戶查詢訂票情況。</li> </ul>
115	Airport Manager ; Traffic Manager ; Crew Control Manager /Crew Operations Manager ; In-flight Services Manager ; Customer Relations Manager 機場經理；交通事務經理；機組人員運作經理；客戶關係經理	<ul style="list-style-type: none"> <li>● Oversees all traffic activities at the airport and key areas in the station;</li> <li>● Supervises flight movements and passenger/cargo loads;</li> <li>● Oversees and ensures crew's operational requirements are met legally and cost effectively;</li> <li>● Handles in-flight emergency procedures;</li> <li>● Handles passengers' complaints;</li> <li>● Liaises with reservations and sales departments.</li> <li>● 監察機場及站內主要地區所有交通活動；</li> <li>● 監督航班調動、飛航情況、乘客數目及貨物載貨量；</li> <li>● 監察機組人員運作及調動情況，確保運作符合法律要求及成本效益；</li> <li>● 處理機艙緊急情況；</li> <li>● 處理乘客投訴；</li> <li>● 與訂位部及營業部聯繫。</li> </ul>
116	Flight Dispatch Manager 航班簽派經理	<ul style="list-style-type: none"> <li>● Ensures the correctness of flight plans which contain route details, fuel consumption, flight time, altitudes, weather information and navigation information and relevant documents prepared by the Flight Dispatch Officer;</li> <li>● Supervises pre-flight briefings to pilots conducted by the Flight Dispatch Officer.</li> <li>● 確認航班簽派員制定的飛行計劃的準確性，包括：詳盡航綫資料、燃油消耗量、飛行時間、飛行高度、天氣資料、導航資料及相關文件；</li> <li>● 監督航班簽派員與飛行員進行的航班飛行簡報。</li> </ul>
<b>Supervisory / Technical level 督導／技術員級</b>		
201	Marketing Officer ; Marketing Executive ; Public Relations Officer ; Digital Marketing Officer 市場拓展部主任；公共關係主任；數碼營銷主任	<ul style="list-style-type: none"> <li>● Develops new accounts and additional business by regularly contacting clients and calling on potential clients, obtains marketing information and follows referrals from clients and competitors;</li> <li>● Completes weekly call reports;</li> <li>● Coordinates and plans the digital media creation and multi-channel publication of the requested content.</li> <li>● 按時聯絡有關人士，以爭取新客戶及額外業務，蒐集市場資料和跟進同業及客戶介紹的情況；</li> <li>● 填寫每週的聯絡報告；</li> <li>● 統籌及策劃數碼內容創作，管理製作流程及細節。</li> </ul>

<u>Code</u> 編號	<u>Job Title</u> 職稱	<u>Job Description</u> 工作說明
<b>Supervisory / Technical level (Continued) 督導／技術員級（續）</b>		
202	Accounting Supervisor ; Accounting Officer 會計部主管；會計部主任  (e.g. accounts payable/ receivable/ inventory/ audit/ credit/ accounting/paymaster/ cashier/ general cashier) （如：應付帳／應收帳／存 貨／核數／信用部／會計部 ／出納等）	<ul style="list-style-type: none"> <li>● Accounting duties which include the following: audits and processes the payments of all of the company's disbursements;</li> <li>● Prepares expense analysis and other reports on suppliers' invoices and monthly statements;</li> <li>● Keeps proper record of all amounts due to the company on a timely basis;</li> <li>● Computes all travel agents' commissions payable;</li> <li>● Controls and balances all advance deposits;</li> <li>● Responses to account disputes and queries;</li> <li>● Prepares the monthly accounts receivable report;</li> <li>● Keeps all records relating to payroll;</li> <li>● Prepares and remits payroll reports;</li> <li>● Compiles all tax returns.</li> <li>● 核對及處理公司一切支出；</li> <li>● 編製支出分析及其他有關供應商發票及月結單的報告；</li> <li>● 保存應收帳紀錄；</li> <li>● 計算一切應付予旅行社的佣金；</li> <li>● 控制並平衡所有預付定金；</li> <li>● 處理會計上的爭議及疑問；</li> <li>● 編製每月應收帳款報告；</li> <li>● 保存所有與薪酬有關的紀錄；</li> <li>● 編製並提交薪酬報告；</li> <li>● 編製所有報稅表。</li> </ul>
203	Airport Supervisor ; Traffic Supervisor ; Crew Control Supervisor / Crew Operations Supervisor; Senior Purser ; Purser ; Customer Relations Supervisor 機場主管；交通事務主管；機 組人員運作主管；高級機艙事 務長；機艙事務長；客戶關係 主管	<ul style="list-style-type: none"> <li>● Supervises and co-ordinates all traffic activities at the airport and key areas in the station;</li> <li>● Monitors and ensures that crew's operational requirements are met legally and cost effectively;</li> <li>● Deputises for customer service manager in his absence and informs him when emergency procedure is required;</li> <li>● Handles passengers complaints;</li> <li>● Keeps destination ports informed of flight movements and passenger/cargo loads;</li> <li>● Liaises with reservations and sales departments.</li> <li>● 監督及協調機場及站內主要地區的一切交通活動；</li> <li>● 監督機組人員運作及調動情況，確保運作符合法律要求及成本效益；</li> <li>● 署理客戶服務經理職務，並在必須採取緊急措施時通知該經理；</li> <li>● 處理乘客投訴；</li> <li>● 與各目的地機場聯絡，告知班機飛行情況及乘客數目／貨物裝載量；</li> <li>● 與訂位部及營業部聯絡。</li> </ul>
204	Systems Analyst ; Analyst Programmer ; Programmer ; Information Security Officer 系統分析員；程式分析員； 程式編寫員；資訊保安主任	<ul style="list-style-type: none"> <li>● Designs and develops computer programmes to meet business needs according to the requirements laid down by the functional and technical specifications;</li> <li>● Applies appropriate system and programming tools, and hardware to deliver cost efficient business solutions;</li> <li>● Specialises in the system support and maintenance, which enables the use of system software for improving the system performance and quality of service;</li> <li>● Undertakes design, technical support and review on IT/network security, firewalls and intrusion detection;</li> <li>● Drafts the information security standards, policy and procedures.</li> <li>● 根據功能及技術規格，設計及開發電腦程式，應付業務需要；</li> <li>● 應用合適的系統、程式編製工具及硬件，提供具成本效益的業務方案；</li> <li>● 專責系統支援及維修，以便提高系統性能及服務質素；</li> <li>● 負責設計、技術支援及檢討資訊／網絡保安、防火牆及侵入偵察設施；</li> <li>● 擬定資訊保安標準、政策及程序。</li> </ul>

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<b>Supervisory / Technical level (Continued) 督導／技術員級（續）</b>		
206	Personnel Officer ; Training Officer ; Human Resources Officer 人事部主任； 訓練部主任； 人力資源部主任	<ul style="list-style-type: none"> <li>● Recruits, interviews and hires employees;</li> <li>● Counsels, transfers and dismisses employees based on appraisal of supervisors.</li> <li>● Counsels and advises department heads regarding personnel problems;</li> <li>● Assists in implementing training policies and functions;</li> <li>● Keeps staff training records;</li> <li>● Arranges for training schedules and liaises with outside training/education institutions.</li> <li>● 招募、約見及聘任僱員；</li> <li>● 根據考績報告輔導、調派或革除僱員；</li> <li>● 就人事問題向部門主管提供意見；</li> <li>● 協助推行訓練政策和活動；</li> <li>● 保存員工受訓紀錄；</li> <li>● 安排訓練日程，並與外界訓練／教育機構聯繫。</li> </ul>
207	Planning Supervisor 策劃主管	<ul style="list-style-type: none"> <li>● Supervises statistics clerks;</li> <li>● Produces regular statistical reports;</li> <li>● Monitors monthly commitments against budget.</li> <li>● 監督統計部文員；</li> <li>● 定期編製統計報告；</li> <li>● 按財政預算控制每月的承付支出。</li> </ul>
208	Reservations Supervisor ; Reservations Officer 訂位部主管；訂位部主任	<ul style="list-style-type: none"> <li>● Provides supervisory coverage in reservation during each shift;</li> <li>● Clarifies booking situation and feeds back vital information to departments concerned;</li> <li>● Promotes good relations with the public.</li> <li>● 監督每更訂位部職員的工作；</li> <li>● 查詢訂位情況，並將重要資料轉達有關部門；</li> <li>● 促進與公眾的關係。</li> </ul>
209	Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant Sales Manager ; Assistant Sales Supervisor 客戶主任；營業部主任；營 業部主管；團體營業聯絡 主任；助理營業經理；營業 部助理主管	<ul style="list-style-type: none"> <li>● Assists the manager to co-ordinate tour operation for groups and individuals;</li> <li>● Liaises with airlines, other travel agencies and hotels;</li> <li>● Promotes sales to commercial accounts;</li> <li>● Follows up on future booking and attends to complaints.</li> <li>● 協助經理處理團體及個人旅遊事宜；</li> <li>● 與航空公司、其他旅行社及酒店聯絡；</li> <li>● 向商務機構推廣業務。</li> <li>● 辦理訂房及投訴事宜。</li> </ul>
210	Ticketing Supervisor ; Ticketing Officer 票務部主管；票務部主任	<ul style="list-style-type: none"> <li>● Provides supervisory coverage in ticket office;</li> <li>● Compiles daily, weekly and monthly statistical reports on tickets issued;</li> <li>● Updates information of flight movements, exchange rates and air tariffs;</li> <li>● Assists subordinates in handling complicated matters.</li> <li>● 監督票務部的工作；</li> <li>● 就每日、每週及每月所發出的機票編製統計報告；</li> <li>● 提供有關航機飛行情況、匯率及航空關稅的最新資料；</li> <li>● 協助屬下處理複雜問題。</li> </ul>
211	Business Analyst ; Data Analyst 商業分析員；資料分析員	<ul style="list-style-type: none"> <li>● Controls passenger bookings and monitors reservations (technical) standards on the route(s) assigned; reviews flight booking profiles, short term capacity planning and performs allocation/re-allocation of seats.</li> <li>● 控制旅客訂位，監控訂位標準，檢討航空訂位情況、短期客量計劃及坐位編排。</li> </ul>

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<b>Clerical/Operative level 文員／操作工級</b>		
301	Accounting Clerk/ General Cashier 會計部文員；出納員	<ul style="list-style-type: none"> <li>● Performs a variety of routine calculating, posting, recording, filing and typing duties in accounts department, maintains complete records of cash and financial transactions, verifies accuracy of documents and makes necessary calculation.</li> <li>● 負責會計部各方面的日常計算、過帳、紀錄、編理檔案及打字等工作。</li> </ul>
303	General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 寫字樓文員；人事部文員； 訓練部文員；營業部文員； 核對文員；人力資源部文員	<ul style="list-style-type: none"> <li>● Performs clerical duties of a general nature such as copying, compiling, filing and recording information.</li> <li>● 負責一般文職工作，包括抄寫、編纂、編理檔案及紀錄資料等。</li> </ul>
304	Reservations Agent 訂位代理	<ul style="list-style-type: none"> <li>● Controls booking situation for all flights;</li> <li>● Works with ticketing officers;</li> <li>● Sells seats and services to passengers;</li> <li>● Provides information to other departments.</li> <li>● 處理所屬航班的訂位服務；</li> <li>● 與票務部主任合作；</li> <li>● 向顧客銷售機票及其他服務；</li> <li>● 向其他部門提供資料。</li> </ul>
305	Sales Representative 營業代表	<ul style="list-style-type: none"> <li>● Meets sales targets;</li> <li>● Sells air travel services;</li> <li>● Produces regular reports on business transactions;</li> <li>● Attends daily briefing and follows up the instructions from supervisor.</li> <li>● 實現營業目標；</li> <li>● 推銷航空服務；</li> <li>● 定期編製業務報告書；</li> <li>● 出席每日的簡短會議，並按照主管的指示做跟進工作。</li> </ul>
306	Statistical Clerk ; Operation Clerk ; Planning Officer 統計部文員；業務文員； 策劃主任	<ul style="list-style-type: none"> <li>● Produces timetables and schedules publications;</li> <li>● Updates statistics;</li> <li>● Prepares flight coupons, data and monthly cargo and passenger revenue by port for analysis;</li> <li>● Advises local publication on daily flight movements;</li> <li>● Assists in preparation of budgets;</li> <li>● Schedules co-ordination and clearance of slots in all ports;</li> <li>● Liaises with engineering, operations and sales.</li> <li>● 編製時間表及安排刊登資料；</li> <li>● 提供最新統計資料；</li> <li>● 準備飛機票券、資料及每月各地在貨物及乘客量方面的收入，以供分析；</li> <li>● 向本地刊物提供每日航機班次資料；</li> <li>● 協助編製預算案；</li> <li>● 編排來往班機時間及使機場上通道暢行；</li> <li>● 與工程部、航機事務部及營業部聯絡。</li> </ul>

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<b>Clerical/Operative level (Continued)</b> 文員／操作工級（續）		
307	Cabin Attendant/Crew 機艙服務員	<ul style="list-style-type: none"> <li>● Greets and conducts passengers to assigned seats;</li> <li>● Bids farewell when disembarking;</li> <li>● Ensures that seat-belts are fastened and “no-smoking” signs obeyed whenever necessary;</li> <li>● Distributes reading materials, answers enquiries;</li> <li>● Ensures prepared meals and beverages are on board and serves them;</li> <li>● Keeps cabin tidy and stows equipment securely;</li> <li>● Administers minor medical aid;</li> <li>● Explains use of safety equipment;</li> <li>● Distributes immigration and landing forms;</li> <li>● May collect money for beverages and duty free items;</li> <li>● Makes announcements;</li> <li>● Ensures passengers’ in-flight safety and comfort.</li> <li>● 招待及引領乘客就座；</li> <li>● 飛機著陸時向乘客道別；</li> <li>● 在需要時，確保乘客已繫上安全帶及遵守「不准吸烟」指示；</li> <li>● 派發雜誌讀物，回答詢問；</li> <li>● 確保機上準備好食物及飲品，並派遞餐點；</li> <li>● 保持機艙整潔及使各項物品安放妥當；</li> <li>● 進行簡單醫療救傷工作；</li> <li>● 解釋如何使用安全設備；</li> <li>● 派發入境及著陸用表格；</li> <li>● 或須向乘客收取飲品及購買免稅貨品的費用；</li> <li>● 向乘客宣佈事項；</li> <li>● 確保乘客於航機上之安全及舒適。</li> </ul>
308	Cargo Officer (Passenger Service) 貨物裝卸主任 (旅客服務)	<ul style="list-style-type: none"> <li>● Deals with matters connected with airfreight, such as airway bills or consignment notes, loading, unloading and distribution of load on the plane.</li> <li>● 處理與空運有關的事宜，例如空運提單或運送貨物單據、裝貨、卸貨及將飛機上的貨物分類存放等。</li> </ul>
309	Ground Hostess ; Ground Crew ; Ground Services Staff 地勤服務員；行李過磅處人員	<ul style="list-style-type: none"> <li>● Guides and assists passengers to board the aircraft or escorts disembarking passengers to the immigration counter;</li> <li>● Makes arrangements to passenger coaches for airport and aircraft transfers;</li> <li>● Checks passenger load and bag number of each flight;</li> <li>● Completes flight reports;</li> <li>● Makes necessary boarding, paging or delay announcements;</li> <li>● Collects and checks travel documents and tickets from boarding passengers;</li> <li>● Calculates and accepts charges arising from excess baggage;</li> <li>● Implements any changes in the check-in procedure as instructed by supervisor;</li> <li>● Obtains and issues seat numbers;</li> <li>● Issues boarding passes; collects airport tax.</li> <li>● 帶領及協助旅客登機或陪同落機旅客往入境登記處；</li> <li>● 安排旅遊車運載乘客前往機場及安排轉機；</li> <li>● 檢查每班機的載客量及行李數量；</li> <li>● 填寫飛行報告；</li> <li>● 宣佈各項消息，包括登機、傳呼旅客及飛機延期等資料。</li> <li>● 向登機旅客收取及檢查旅行證件及機票；</li> <li>● 計算及收取過磅行李費用；</li> <li>● 根據主管指示更改行李過磅程序；</li> <li>● 收取及發出座位號碼；</li> <li>● 發出登機證；收取機場稅。</li> </ul>
310	Information Counter Officer ; Customer Services Officer 詢問處主任；客戶服務部主任	<ul style="list-style-type: none"> <li>● Provides information on air fares, flight arrivals and departures;</li> <li>● Helps passengers make advance bookings;</li> <li>● Channels customers’ queries or complaints to the right departments.</li> <li>● 提供有關機票及往來班機的資料；</li> <li>● 協助旅客預訂機票；</li> <li>● 將顧客的詢問或投訴轉達有關部門。</li> </ul>

<u>Code</u> 編號	<u>Job Title</u> 職稱	<u>Job Description</u> 工作說明
<b>Clerical/Operative level (Continued) 文員／操作工級（續）</b>		
311	Flight Dispatch Officer 航班簽派員	<ul style="list-style-type: none"> <li>● Makes out flight plans;</li> <li>● Briefs aircraft captains on their journey;</li> <li>● Deals with fuel requirement, take-off and landing weight restrictions;</li> <li>● Works with air traffic control personnel.</li> <li>● 填寫飛行計劃；</li> <li>● 向機長簡述航行情況；</li> <li>● 處理有關燃料規定以及飛機升降的重量限制等事宜；</li> <li>● 與航空交通控制人員合作。</li> </ul>
313	Airport Officer ; Crew Control Officer / Crew Operations Officer 機場主任；機組人員運作主任	<ul style="list-style-type: none"> <li>● Ensures that the crews' operational requirements are met legally and cost effectively;</li> <li>● Handles manpower reassignment in crew operations and cockpit crew training.</li> <li>● 確保機組人員運作符合法律要求及成本效益；</li> <li>● 處理機組人員人手調配及飛行人員培訓。</li> </ul>
314	Traffic Officer 交通事務主任	<ul style="list-style-type: none"> <li>● Prepares load distribution sheet, crew and passenger manifests, passenger seating plan and various other documents required for clearing the aircraft and its load at arrival in other countries;</li> <li>● Works with the operations staff.</li> <li>● 編製貨物分類表、機員及乘客名單、乘客座位表，以及於飛機抵達其他國家時，預備乘客及貨物撤離機艙所需的其他文件；</li> <li>● 與航機事務人員合作。</li> </ul>
318	Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員；電腦操作員；用戶支援員	<ul style="list-style-type: none"> <li>● Operates and controls data processing equipment;</li> <li>● Enters prepared source data into data entry machine;</li> <li>● Records data on card, magnetic tape and disk;</li> <li>● Despatches computer print-outs to users;</li> <li>● Sets up, renews and updates the travel agent's home page;</li> <li>● Monitors and provides data on the website traffic for management's analysis;</li> <li>● Provides technical support services to internal users or external clients, including desktop hardware, system and application software installation; upgrading.</li> <li>● 操作及控制資料處理設備；</li> <li>● 輸入編妥資料；</li> <li>● 將資料紀錄在咭片、磁帶及磁碟上；</li> <li>● 將電腦印出資料發送予有關部門；</li> <li>● 設立、更新及優化旅行社自設的網站；</li> <li>● 監控及提供瀏覽數據給管理層作分析用；</li> <li>● 為機構內部用戶或外間客戶提供技術支援服務，包括：安裝桌面硬件、系統及應用軟件；系統升級。</li> </ul>

<b>Code 編號</b>	<b>Job Title 職稱</b>	<b>Job Description 工作說明</b>
<b>Clerical/Operative level (Continued) 文員／操作工級（續）</b>		
324	Airline Reservation and/or Ticketing Clerk 航空公司訂位及；或 票務部文員	<ul style="list-style-type: none"> <li>● Makes travel and hotel reservation according to customers' requirement;</li> <li>● Examines schedules of air, sea or land transport and hotel facilities;</li> <li>● Completes and issues tickets, vouchers and other documents;</li> <li>● Makes special arrangements for package tours;</li> <li>● May need to assist passengers to obtain passports, visas and foreign currencies;</li> <li>● May prepare accounts and receive payments;</li> <li>● Advises on air fares and routes;</li> <li>● Makes bookings for customers;</li> <li>● Collects money in the right currency and issues tickets to passengers;</li> <li>● Checks flight movements.</li> <li>● 根據顧客要求預訂團位及酒店；</li> <li>● 查核有關海、陸、空交通情況及酒店設施；</li> <li>● 填發票券、收據及其他文件；</li> <li>● 為旅行團作出特別安排；</li> <li>● 或須協助旅客申領護照、入境證及找換外幣；</li> <li>● 或須編製會計帳目及負責收取費用；</li> <li>● 就飛機票價及航線提出意見；</li> <li>● 替顧客預訂座位；</li> <li>● 知會顧客以適當貨幣支付機票費用，並發出機票；</li> <li>● 查實航機班次及處理有關行程更改。</li> </ul>
326	Marketing / Public Relations Assistant ; Digital Marketing Assistant 市場拓展/公共關係助理; 數碼營銷助理	<ul style="list-style-type: none"> <li>● Assists the digital marketing team to manage relevant social media;</li> <li>● Updates and interacts with public on digital platform.</li> <li>● 協助數碼營銷部門管理相關社交媒體；</li> <li>● 更新及在數碼平台上與公眾互動。</li> </ul>
<b>Secretarial/Others level 秘書／其他職級</b>		
401	Executive Secretary ; Secretary ; Typist 行政秘書；秘書； 打字員	<ul style="list-style-type: none"> <li>● Takes dictation and transcribes letters, reports and memos;</li> <li>● Answers telephone, screen calls and takes messages;</li> <li>● Prepares replies to routine enquiries;</li> <li>● Maintains daily calendar and appointment schedules;</li> <li>● Receives personal callers and performs related secretarial duties.</li> <li>● 筆錄及繕寫信件、報告及便箋；</li> <li>● 接聽電話，甄別來電及記下口訊；</li> <li>● 答覆一般詢問；</li> <li>● 編擬每日事務及約會表；</li> <li>● 接待訪客及負責有關的秘書職務。</li> </ul>
402	Office Assistant ; Messenger 辦公室助理員；信差	<ul style="list-style-type: none"> <li>● Handles odd jobs and despatches errands for the general office.</li> <li>● 為總辦事處處理雜務及差使。</li> </ul>

**CONFIDENTIAL**  
WHEN ENTERED WITH DATA

填入數據後即成  
**機密文件**



**VOCATIONAL TRAINING COUNCIL**  
**職業訓練局**

**THE 2019 MANPOWER SURVEY OF THE TOURISM INDUSTRY**  
**旅遊業2019年人力調查**

The 2019 Manpower Survey of the Tourism Industry aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please kindly provide the information of your establishment as at **1st August 2019** by answering the questionnaire. Thank you.

旅遊業2019年人力調查旨在蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。懇請貴機構根據**2019年8月1日**的人力情況填寫此問卷。多謝合作。

(For official use)

Industry Code \_\_\_\_\_

**Establishment Information****機構資料****NATURE OF BUSINESS:**

業務性質

 Airline Companies

航空公司

 Travel Agents

旅行社

 Ticketing Agents

票務代理

 Tour Operators

旅行團組團商

 Others, please specify

其他，請註明 \_\_\_\_\_

TOTAL NO. OF PERSONS ENGAGED: \_\_\_\_\_

僱員總人數

**Details of Contact Person\*****聯絡人資料\***

NAME OF PERSON TO CONTACT: \_\_\_\_\_

聯絡人姓名

POSITION: \_\_\_\_\_

職位

TEL. NO. : \_\_\_\_\_ - \_\_\_\_\_

電話

FAX NO. : \_\_\_\_\_

圖文傳真

E-MAIL : \_\_\_\_\_

電郵

\* The information provided will be used for the purpose of this and subsequent manpower surveys.  
所提供資料將用作是次及日後人力調查之用。



**Part I – Manpower Information**

**第一部份 – 人力情況**

Please complete columns 'B' to 'G' of the questionnaire according to the list of principal jobs by referring to Appendix B for job description of individual job.

請根據列表中的主要職務，並參考附錄B有關各種職務的工作說明來填寫表內各 'B' 至 'G' 欄。

**Principal Jobs (Full-time employees) 主要職務 (全職僱員)**

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

Job Code 職位編號	(A) Principal Job 主要職務  (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at Survey Reference Date (Excl. trainees/apprentices <sup>#</sup> )  在統計日期的僱員人數 (實習生/學徒 <sup>#</sup> 除外)	(C) No. of Trainees/Apprentices <sup>#</sup> as at Survey Reference Date  在統計日期的實習生/學徒 <sup>#</sup> 人數	(D) No. of Vacancies as at Survey Reference Date  在統計日期的空缺額	(E) Forecast Number of Employees as at August 2020 (Excl. trainees/apprentices <sup>#</sup> )  預計在2020年8月的僱員人數 (實習生/學徒 <sup>#</sup> 除外)	(F) Average Monthly Remuneration Package of Employees (Employee's basic salary + average monthly supplementary benefits)  僱員之每月平均薪酬 (底薪 + 平均每月其他津貼收入)  Code 編號	(G) Preferred Education of Employees  僱員宜有的教育程度  Code 編號    Education Level 教育程度
						1 \$10,000 or below 或以下 2 \$10,001 - \$15,000 3 \$15,001 - \$20,000 4 \$20,001 - \$30,000 5 \$30,001 - \$40,000 6 \$40,001 or above 或以上	1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下
e.g: 例子:	<b>Job Title A (3 employees, 1 Apprentice and 2 vacancies)</b> 職位甲 (3名僱員, 1名學徒及2個空缺)	<b>3</b>	<b>2</b>	<b>5</b>	<b>10</b>	<b>6</b>	<b>2</b>
<b>Managerial/ Professional Level 經理/專業人員級</b>							
101	Administration Manager ; Office Manager 行政經理 ; 寫字樓經理						
102	Director of Personnel and Training ; Director of Human Resources 人事及訓練部總監 ; 人力資源部總監						
103	Director of Public Relations ; Public Relations Manager 公共關係部總監 ; 公共關係部經理						
104	Information Systems Manager ; Information Systems Service Manager ; IT Manager ; IT Project Manager ; Information Security Specialist 資訊系統經理 ; 資訊系統服務經理 ; 資訊科技經理 ; 資訊科技項目經理 ; 資訊保安專責經理						
105	Executive Director ; General Manager ; Proprietor ; Partner ; Managing Director 執行董事 ; 總經理 ; 東主 ; 合夥人 ; 常務董事						
106	Financial Controller ; Accountant 財務總監 ; 會計師						
107	Manager ; Operations Manager ; Area Manager 經理 ; 業務經理 ; 地區經理						
108	Marketing Manager ; Director of Sales ; Convention Manager ; Event Manager ; Digital Marketing Manager 市場拓展部經理 ; 營業總監 ; 會議經理 ; 項目經理 ; 數碼營銷經理						
109	Personnel Manager ; Personnel and Training Manager ; Human Resources Manager ; Training Manager 人事部經理 ; 人事及訓練部經理 ; 人力資源部經理 ; 訓練部經理						
110	Reservations Manager 訂位部經理						

# "Trainees/Apprentices" refer to those employees undergoing training, and includes trainees receiving any form of training and apprentices under a contract of apprenticeship. 「實習生」/「學徒」指正在接受訓練的僱員，及包括正在接受各種形式訓練的實習生，和根據學徒合約受聘的學徒。

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

<p>(A) Principal Job 主要職務  (See Appendix B) (參閱附錄 B)</p>	<p>(B) No. of Employees as at Survey Reference Date (Excl. trainees/ apprentices*)  在統計日期 的僱員人數 (實習生/ 學徒# 除外)</p>	<p>(C) No. of Trainees/ Apprentices# as at Survey Reference Date  在統計日期 的實習生/ 學徒#人數</p>	<p>(D) No. of Vacancies as at Survey Reference Date  在統計日期 的空缺額</p>	<p>(E) Forecast Number of Employees as at August 2020 (Excl. trainees/ apprentices#)  預計在2020年 8月的 僱員人數 (實習生/學徒 #除外)</p>	<p>(F) Average Monthly Remuneration Package of Employees (Employee's basic salary + average monthly supplementary benefits)  僱員之每月平均薪酬 (底薪 + 平均每月其他津 貼收入)  Code 編號 1 \$10,000 or below 或以下 2 \$10,001 - \$15,000 3 \$15,001 - \$20,000 4 \$20,001 - \$30,000 5 \$30,001 - \$40,000 6 \$40,001 or above 或以上</p>	<p>(G) Preferred Education of Employees  僱員宜有的 教育程度  Code 編號 Education Level 教育程度 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下</p>
<p>Please enter a zero '0' in the box if no employee /trainees/apprentices/vacancy. 如沒有僱員/實習生/學徒/空缺, 請在方格內 填入 '0'。</p>						

**Managerial/ Professional Level (continued) 經理/專業人員級 (續)**

111	Sales Manager ; Business Manager ; Tour Manager ; Customer Services Manager/Business Development Manager 營業經理 ; 業務經理 ; 客戶服務經理 ; 旅遊部經理 ; 業務發展經理					
112	Ticketing Manager 票務部經理					
113	Meetings, Incentives, Conventions and Exhibitions related Director ; Meetings, Incentives, Conventions and Exhibitions related Manager 會議、展覽及獎勵旅遊總監 ; 會議、展覽及獎勵旅遊經理					

**Supervisory/ Technical Level 督導/技術員級**

201	Marketing Officer ; Marketing Executive ; Public Relations Officer ; Digital Marketing Officer 市場拓展部主任 ; 公共關係主任 ; 數碼營銷主任					
202	Accounting Supervisor ; Accounting Officer 會計部主管 ; 會計部主任 (e.g. accounts payable/ receivable/ inventory/ audit/ credit/ accounting/ paymaster/ cashier/ general cashier) (如: 應付帳/ 應收帳/ 存貨/ 核數/ 信用 部/ 會計部/ 出納等)					
204	Systems Analyst ; Analyst Programmer ; Programmer ; Information Security Officer 系統分析員 ; 程式分析員 ; 程式編寫員 ; 資訊保安主任					
205	Operation Supervisor ; Operation Officer ; Tour Supervisor ; Tour Officer 業務主管 ; 業務主任 ; 旅遊部主管 ; 旅遊部主任					
206	Personnel Officer ; Training Officer ; Human Resources Officer 人事部主任 ; 訓練部主任 ; 人力資源部 主任					
207	Planning Supervisor 策劃主管					
208	Reservations Supervisor ; Reservations Officer 訂位部主管 ; 訂位部主任					
209	Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant Sales Manager ; Assistant Sales Supervisor 客戶主任 ; 營業部主任 ; 營業部主管 ; 團體營業聯絡主任 ; 助理營業經理 ; 營 業部助理主管					
210	Ticketing Supervisor ; Ticketing Officer 票務部主管 ; 票務部主任					
211	Business Analyst ; Data Analyst 商業分析員 ; 資料分析員					
212	Meetings, Incentives, Conventions and Exhibitions Supervisor ; Meetings, Incentives, Conventions and Exhibitions Officer 會議、展覽及獎勵旅遊主管 ; 會議、展覽及獎勵旅遊主任					

# "Trainees/Apprentices" refer to those employees undergoing training, and includes trainees receiving any form of training and apprentices under a contract of apprenticeship.  
「實習生」/「學徒」指正在接受訓練的僱員, 及包括正在接受各種形式訓練的實習生, 和根據學徒合約受聘的學徒。

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。						
(A) Principal Job 主要職務  (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at Survey Reference Date (Excl. trainees/ apprentices*)  在統計日期 的僱員人數 (實習生/ 學徒# 除外)	(C) No. of Trainees/ Apprentices# as at Survey Reference Date  在統計日期 的實習生/ 學徒#人數	(D) No. of Vacancies as at Survey Reference Date  在統計日期 的空缺額	(E) Forecast Number of Employees as at August 2020 (Excl. trainees/ apprentices*)  預計在2020年 8月的 僱員人數 (實習生/學徒 #除外)	(F) Average Monthly Remuneration Package of Employees (Employee's basic salary + average monthly supplementary benefits)  僱員之每月平均薪酬 (底薪 + 平均每月其他津 貼收入)  Code 編號 1 \$10,000 or below 或以下 2 \$10,001 - \$15,000 3 \$15,001 - \$20,000 4 \$20,001 - \$30,000 5 \$30,001 - \$40,000 6 \$40,001 or above 或以上	(G) Preferred Education of Employees  僱員宜有的 教育程度  Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下
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<b>Clerical/ Operative Level 文員/操作工級</b>						
301	Accounting Clerk ; General Cashier 會計部文員; 出納員					
303	General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 寫字樓文員; 人事部文員; 訓練部文員; 營業部文員; 核對文員; 人力資源部文 員					
304	Reservations Agent 訂位代理					
305	Sales Representative 營業代表					
315	Travel Agency Clerk ; Reservation and/or Ticketing Clerk 旅行社文員; 訂位及/或票務部文員					
316	Visa Clerk 簽證部文員					
317	Sightseeing Guide ; Tourist Guide (Inbound) 觀光導遊; 導遊 (入境旅遊)					
318	Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員; 電腦操作員; 用戶支援員					
319	Tour Escort ; Escort Guide (Outbound) 領隊; 領隊兼導遊 (出境旅遊)					
320	Travel Consultant 旅遊顧問					
321	Cruise Consultant 郵輪顧問					
322	Meetings, Incentives, Conventions and Exhibitions Coordinator 會議、展覽及獎勵旅遊統籌員					
323	Coach Driver 旅遊車司機					
326	Marketing/Public Relations Assistant ; Digital Marketing Assistant 市場拓展 / 公共關係助理; 數碼營銷助理					
<b>Secretarial/ Others Level 秘書/其他職級</b>						
401	Executive Secretary ; Secretary ; Typist 行政秘書; 秘書; 打字員					
402	Office Assistant ; Messenger 辦公室助理員; 信差					
<b>Other Related Tourism Industry Staff 其他相關旅遊業的員工</b>						

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# "Trainees/Apprentices" refer to those employees undergoing training, and includes trainees receiving any form of training and apprentices under a contract of apprenticeship.  
「實習生」/「學徒」指正在接受訓練的僱員, 及包括正在接受各種形式訓練的實習生, 和根據學徒合約受聘的學徒。

**Part II**  
**第二部份**

**Internal Promotion**

**內部晉升**

1. Number of full-time employees with internal promotion in the past 12 months:  
過去十二個月內，內部晉升的全職僱員人數：

(a) From Supervisory/Technical to Managerial/Professional 由督導／技術員晉升為經理／專業人員	
(b) From Clerical/Operative to Supervisory/Technical 由文員／操作工晉升為督導／技術員	

**New Recruitment**

**新聘僱員**

2. Number of new recruits of your establishment in the past 12 months.  
過去十二個月內，貴機構新招聘的全職僱員人數。

	Managerial/ Professional 經理／專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／其他員工
(a) Total 總人數				
(b) Number of new recruits <b>without</b> tourism industry experience and / or no tourism training 新招聘中 <b>無</b> 旅遊業經驗及／或無接受旅遊業培訓的全職僱員人數。				
(c) Number of new recruits who are <b>fresh graduates</b> of tourism programmes 新招聘的應屆旅遊業培訓課程 <b>畢業</b> 生人數				

**Employees Leaving the Establishment**

**僱員離職**

3. Number of full-time employees left in the past 12 months:  
過去十二個月內離職的全職僱員人數：

(a) Managerial/Professional Level 經理／專業人員級	<input type="text"/>	(b) Supervisory/Technical Level 督導／技術員級	<input type="text"/>
(c) Clerical/Operative Level 文員／操作工級	<input type="text"/>	(d) Secretarial/Others Level 秘書／其他職級	<input type="text"/>

4. Expected number of full-time employees who will be retiring in coming 12 months:  
預計在未來十二個月內退休的全職僱員人數：

(a) Managerial/Professional Level 經理／專業人員級	<input type="text"/>	(b) Supervisory/Technical Level 督導／技術員級	<input type="text"/>
(c) Clerical/Operative Level 文員／操作工級	<input type="text"/>	(d) Secretarial/Others Level 秘書／其他職級	<input type="text"/>

**Major Difficulties Encountered in Recruitment**

**主要招聘困難**

5. Please indicate the difficulties encountered in recruitment of full-time employees of your establishment in past 12 months.  
請指出 貴機構在過去十二個月招聘全職僱員時所遇到的困難。

	<u>Reasons</u> 原因	<u>Managerial/ Professional</u> 經理/ 專業人員	<u>Supervisory/ Technical</u> 督導/技術員	<u>Clerical/ Operative</u> 文員/操作工
(a)	No recruitment was taken place 沒有招聘	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b)	Recruitment was taken place and the difficulties encountered were: (You may tick "✓" one or more options.) 有招聘，所遇到的困難是：（可剔“✓”選多於一項。）			
(i)	Lack of candidates with relevant experience 缺乏具相關經驗求職者	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii)	Unsatisfactory terms of employment 聘用條件不理想	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii)	Unsatisfactory working environment 工作環境不理想	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv)	Limited career prospects 晉升機會有限	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v)	Insufficient trained/qualified manpower in the related disciplines 缺乏具相關訓練/資歷的人力資源	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi)	Competition for manpower from the Mainland/Macao/other cities 源自內地/澳門/其他城市之人手競爭	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii)	Alternative offers in the market 市場上有其他選擇	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii)	Others (please specify) 其他（請說明） _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix)	Did not encounter difficulties 沒有遇上困難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Preferred Working Experience in Tourism Industry of Employees**

**僱員宜有的旅遊業工作經驗**

6. Please indicate the preferred years of experience in Tourism Industry before occupying the post (Please tick "✓").  
請指出全職僱員擔任現職前宜有從事旅遊業的工作年資（請剔“✓”選）。

	<u>Managerial/ Professional</u> 經理/專業人員	<u>Supervisory/ Technical</u> 督導/技術員	<u>Clerical/ Operative</u> 文員/操作工	<u>Secretarial/ Others</u> 秘書/其他員工
(a) No experience 無經驗	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Less than 1 year 1年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) 1 year - less than 3 years 1年至3年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) 3 years - less than 6 years 3年至6年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) 6 years - less than 10 years 6年至10年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) 10 years or above 10年或以上	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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**Training of Employees****僱員的訓練**

7. Please indicate the average man-day of training per full-time employee which your establishment had offered in the past 12 months (Please tick "✓").

請指出過去十二個月內，貴機構向每名全職僱員提供訓練的平均日數（請剔"✓"選）。

	Managerial/ Professional 經理／專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／其他員工
(a) Nil 無	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Less than 5 days 5 日以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) 5 days - less than 10 days 5 日至 10 日以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) 10 days - less than 15 days 10 日至 15 日以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) 15 days - less than 20 days 15 日至 20 日以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) 20 days - less than 1 month 20 日至一個月以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(g) 1 month or above 一個月或以上	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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8. Please indicate the most suitable time of training for full-time employees (Please tick "✓").

請指出最合適全職僱員的訓練時間（請剔"✓"選）。

	Managerial/ Professional 經理／專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／其他員工
(a) Day Time 日間	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Evening 夜間	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Flexible (e.g. web-based) 彈性時間 (例如: 網上學習)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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9. Please indicate the type of training provided to the full-time employees in the past 12 months (by type of course) (You may wish to tick “√” more than 1 course for each job level).

請選擇 貴機構的全職僱員在過去十二個月內曾接受以下的培訓課程（按課程種類劃分）（每職級可剔“√”選多個課程）。

Training 培訓	Managerial/ Professional 經理／專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／其他員工
<b>A. Managerial Skills 管理技巧</b>				
(i) Business and Financial Strategic Planning, Implementation and Evaluation 業務及財務策略規劃、推行及檢討	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Human Resources Management 人力資源管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Sales and Marketing Strategic Planning, Implementation and Evaluation 銷售及市場策略規劃、推行及檢討	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Supervisory Techniques, Leadership Skills 督導管理、領導技巧	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Risk Management 風險管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Others (please specify) 其他（請說明）_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>B. Professional Skills 專業技能</b>				
(i) Inbound Tour-guiding 入境導遊	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Outbound Tour-escorting 出境領隊	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Convention and Exhibition Management 會議及展覽管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Travel Consultancy 旅遊顧問	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Ticketing and Reservation System 票務及預訂系統	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Travel Insurance 旅遊保險	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Cruise Consultancy 郵輪顧問	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Information Technology 資訊科技	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix) Others (please specify) 其他（請說明）_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>C. Generic Skills 通用技巧</b>				
(i) Service Attitude/Customer Service 服務態度／顧客服務	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Communication 溝通	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Problem Solving 解決疑難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Others (please specify) 其他（請說明）_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>D. Language 語言</b>				
(i) Putonghua 普通話	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) English 英語	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Others (please specify) 其他（請說明）_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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10. Please accord priority in respect of different skills of training for full-time employees to engage in the coming 12 months, from 1 to 4 with 1 being the first priority.

請 貴機構就全職僱員在未來十二個月接受培訓之範圍提供優先次序。優先次序由1至4，1為首選。

Skill Sets 技能類別	Managerial/ Professional 經理／專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／其他員工
(i) Managerial Skills 管理技巧				
(ii) Professional Skills 專業技能				
(iii) Generic Skills 通用技巧				
(iv) Language 語言				

11. Please indicate the months of high season for inbound and outbound in your establishment in the past 12 months (Please tick "✓").

請指出貴機構過去十二個月內入境及出境旅遊旺季的月份（請剔"✓"選）。

	Aug 8月	Sep 9月	Oct 10月	Nov 11月	Dec 12月	Jan 1月	Feb 2月	Mar 3月	Apr 4月	May 5月	Jun 6月	Jul 7月	No such service 沒有相關 服務
Inbound 入境旅遊													
Outbound 出境旅遊													

12. Please fill in the number of inbound and outbound freelance/part-time tourist guides/tour escorts in the months of high season in the past 12 months.

請填寫 貴機構在過去十二個月內，最旺月份中入境及出境旅遊特約／兼職導遊／領隊的人數。

Inbound (freelance/part-time tourist guides)

入境旅遊(特約／兼職導遊)

Outbound (freelance/part-time tour escorts)

出境旅遊(特約／兼職領隊)

**End of Questionnaire. Thank You for Your Co-operation.**

問卷完，多謝合作。



The 2019 Manpower Survey of the Tourism Industry  
旅遊業 2019 年人力調查

Explanatory Notes  
附註

**Part I**  
**第一部份**

1. Principal Jobs – Column ‘A’  
主要職務 —— ‘A’ 欄

- (a) Please go through column ‘A’ and mark those principal jobs applicable to your establishment. For detailed job descriptions for principal jobs, please refer to Appendix B.  
請瀏覽 ‘A’ 欄，選取適用於 貴機構的主要職務。有關詳細的工作說明，請參閱附錄 B。
- (b) Please note that some of the job titles may not be the same as those used in your establishment. Please classify an employee according to his/her major duty and supply the required information if the jobs have similar or related functions.  
調查表內部分職稱可能有別於 貴機構所採用者。請根據僱員的主要職責分類。若員工職責與表內某職務的職責相近，可視作相同職務，請提供所需資料。
- (c) In the event where an employee’s duties in your establishment are split between two or more job titles, please use the job title that best describes his/her principal responsibility.  
如 貴機構有員工身兼多項職責，請選用最能反映其主要職責的職稱。
- (d) Please add in column ‘A’ titles of any principal jobs not mentioned in job descriptions (Appendix B); briefly describe them in respect of the appropriate job categories.  
如 貴機構另有旅遊的主要職務未載於工作說明（附錄 B），請一併填入 ‘A’ 欄內，並簡述其所屬的職務類別及等級。

2. Number of Full Time Employees as at Survey Reference Date (Excl. Trainees/Apprentices) – Column ‘B’  
在統計日期的全職僱員人數（實習生／學徒除外） —— ‘B’ 欄

For each principal job, please fill in the total number of full time employees (excluding trainees/apprentices) as at survey reference date.

“Full Time Employees” refer to those working full-time (i.e. at least 4 weeks a month, and not less than 18 hours in each week) under the payroll of the establishment. These include proprietors and partners working full-time for the establishment. These definitions also apply to ‘employee(s)’ appearing in other parts of the questionnaire.

請填寫 貴機構於統計日期僱用的每個主要職務的全職僱員總數（實習生／學徒除外）。

「全職僱員」指在 貴機構內全職工作（即每月最少四週、每週不少於十八小時）的受薪人員，其中包括在機構內全職工作的東主及合夥人。調查表內所出現的「僱員」等詞，定義亦同。

3. Number of Full Time Trainees/Apprentices as at Survey Reference Date – Column ‘C’  
在統計日期的全職實習生／學徒人數 —— ‘C’ 欄

Please fill in the total number of full time employees undergoing training. This includes trainees receiving any form of training and apprentices under a contract of apprenticeship.

請填寫正在全職接受訓練的全職僱員總數，包括正在接受各種形式訓練的實習生，以及根據學徒合約受聘的學徒。

4. Number of Full Time Vacancies as at Survey Reference Date – Column ‘D’

在統計日期的全職空缺額 —— ‘D’ 欄

Please fill in the total number of existing full time vacancies (excluding trainees/apprentices) as at survey reference date. ‘Existing vacancies’ refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel as at survey reference date.

請填上在統計日期每一主要職務的全職空缺額（實習生／學徒除外）。「現有空缺額」指在統計日期的該職位仍懸空，需立刻填補而現正積極招聘人員填補。

5. Forecast Number of Full Time Employees as at August 2020 (Excl. trainees/Apprentices) – Column ‘E’

預計在 2020 年 8 月的全職僱員人數（實習生／學徒除外） —— ‘E’ 欄

The forecast of number employed means the number of full time employees you will be employing as at August 2020. The number given could be more / less than that in column ‘B’ if an expansion / a contraction is expected.

預計僱員人數指 貴機構在 2020 年 8 月的全職僱員人數。如估計業務屆時可能擴張／收縮，此欄所填的數字應多於／少於 ‘B’ 欄。

6. Average Monthly Remuneration Package of Full Time Employees (Excl. trainees/Apprentices) – Column ‘F’

全職僱員之每月平均薪酬（實習生／學徒除外） —— ‘F’ 欄

Please enter the code of average monthly remuneration package during the past 12 months for each principal job of full time employee(s). This should include basic salary, overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus. If you have more than one employee doing the same job, please enter the average range.

請在 ‘F’ 欄填入每個主要職務的全職僱員過去 12 個月每月平均薪酬的編號。這包括底薪、逾時工作津貼、生活津貼、膳食津貼、房屋津貼、旅行津貼、佣金及花紅。如 貴公司有多於一名僱員擔任同一主要職務，則請取平均收入。

7. Preferred Education of Full Time Employees – Column ‘G’

全職僱員宜有的教育程度 —— ‘G’ 欄

Please enter the code of preferred education level which an employer prefers his full time employees to have. 請在 ‘G’ 欄填入 貴機構對每個主要職務的全職僱員宜有的教育程度。

Definition of Preferred Level of Education:

宜有教育程度的定義：

- ◆ “Postgraduate Degree” refers to higher degrees (e.g. master degrees) offered by local or non-local education institutions, or equivalent.  
「研究生學位」是指本地或非本地教育機構提供的高等學位（如碩士學位），或同等教育程度。
- ◆ “First Degree” refers to first degrees offered by local or non-local education institutions, or equivalent.  
「學士學位」是指本地或非本地教育機構提供的學士學位，或同等教育程度。
- ◆ “Sub-degree” refers to Associate Degrees, Higher Diplomas, Professional Diplomas, Higher Certificates, Endorsement Certificates, Associateship or equivalent programmes offered by local or non-local education institutions.  
「副學位」是指本地或非本地教育機構提供的副學士、高級文憑、專業文憑、高級證書、增修證書、院士銜或同等課程。
- ◆ “Diploma/Certificate” refers to technical and vocational education programmes including Diploma/Certificate courses, Diploma of Foundation Studies, Diploma of Vocational Education and programmes at the craft level, or equivalent.  
「文憑／證書」是指技術及職業教育課程之文憑／證書、基礎課程文憑、職專文憑及技工程度的課程，或同等教育程度。
- ◆ “Secondary 4 to 7” refers to Secondary 4-7, covering the education programmes in relation to the Hong Kong Certificate of Education Examination (HKCEE), the Hong Kong Diploma of Secondary Education (HKDSE) Examination, Diploma Yi Jin, or equivalent.  
「中四至中七」是指中四至中七（包括與香港中學會考、香港中學文憑考試、毅進文憑等相關的教育課程）或同等教育程度。
- ◆ “Secondary 3 or below” refers to Secondary 3 or below, or equivalent.  
「中三或以下」是指中三或以下，或同等教育程度。

**Part II**  
**第二部份**

8. Question 1 – Internal Promotion

問題 1 —— 內部晉升

An internal promotion is the promotion of a full-time employee to a higher level job by virtue of his performance or abilities. Please fill in the number of internal promotion from “Supervisory Level to Managerial/Professional Level”, and from “Craft/Operative Level to Supervisory Level” in the past 12 months.

請填寫 貴機構內部晉升是指全職僱員因工作表現良好或具所需才能而獲提升至較高職位。請於所屬欄內填寫過去十二個月 貴機構內部由督導員級晉升至經理／專業人員級，以及由技工／操作工級晉升至督導員級的人數。

9. Question 2 – New Recruitment

問題 2 —— 新聘僱員

(a) Please fill in the number of new recruits in the past 12 months.

請填入在過去十二個月 貴機構新招聘的全職僱員人數。

(b) Please fill in the number of new recruits without tourism industry experience and / or no tourism training. “New recruits without tourism industry experience” refer to new full-time employees joining your establishment without previous tourism industry experience (Excl. fresh graduates of Tourism Programmes).

請填入 貴機構的新招聘無旅遊業經驗及/或無接受旅遊業培訓的全職僱員人數。「新招聘無旅遊業經驗的全職僱員」指在加入 貴機構前並無旅遊業經驗的全職僱員（應屆旅遊業培訓課程畢業生除外）。

(c) Please fill in the number of new recruits who are fresh graduates of tourism programmes (except Managerial/Professional Level). “New recruits who are fresh graduates of tourism programmes” refer to the full-time employees joining your establishment who are fresh graduates of tourism programmes.

請填入在過去十二個月 貴機構新招聘的應屆旅遊業培訓課程畢業生的全職僱員人數（經理／專業人員除外）。新招聘的應屆旅遊業培訓課程畢業生」指加入 貴機構之應屆旅遊業培訓課程畢業生。

10. Question 3, 4 – Employees Leaving the Establishment

問題 3, 4 —— 僱員離職

Question 3 Please fill in the number of different levels of full-time employees left employment in the past 12 months.

問題 3 請填上過去十二個月內在 貴機構離職的各級全職僱員人數。

Question 4 Please fill in the expected number of different levels of full-time employees who will be retiring in coming 12 months.

問題 4 請填上預計未來十二個月內在 貴機構退休的各級全職僱員人數。

11. Question 5 – Major Difficulties Encountered in Recruitment

問題 5 —— 主要招聘困難

Please put a tick in the appropriate box for the difficulties encountered in recruitment of full-time employees of your establishment in the past 12 months.

請指出 貴機構在過去十二個月在招聘全職僱員時遇到的困難，並在適當空格內加上“✓”號。

12. Question 6 – Preferred Working Experience in Tourism Industry of Employees

問題 6 —— 僱員宜有的旅遊業工作經驗

Please put a tick in the appropriate box for the preferred years of experience in tourism industry before occupying the post.

請指出全職僱員擔任現職前宜有從事旅遊業的工作年資，並在適當空格內加上“✓”號。

13. Question 7-10 – Training of Employees

問題 7 - 10 —— 僱員的訓練

Question 7 Please put a tick in the appropriate box for the average number of man-day of training per full-time employee which your organisation had offered in the past 12 months.  
問題 7 請指出 貴機構於過去十二個月內向每名全職僱員提供訓練的平均日數，並在適當空格內加上“✓”號。

$$\begin{array}{l} \text{Average number} \\ \text{平均日數} \end{array} = \frac{\begin{array}{l} \text{Total No. of Man-Days Spent} \\ \text{總訓練日數} \end{array}}{\begin{array}{l} \text{Total number of the full-time employees concerned in that category} \\ \text{有關級別的總全職僱員人數} \end{array}}$$

Question 8 Please put a tick in the appropriate box for the modes of training most suitable to your full-time employees by order of priority.  
問題 8 請指出 貴機構認為適合全職僱員的訓練方式，並在適當空格內加上“✓”號。

Question 9 Please put a tick in the appropriate box for the type of training provided to full-time employees in the past 12 months.  
問題 9 請提供 貴機構各級全職僱員人數過去十二個月曾接受培訓課程，並在適當空格內加上“✓”號。

Question 10 Please accord priority in respect of different skills of training for full-time employees to engage in the coming 12 months, from 1 to 4 with 1 being the first priority.  
問題 10 請 貴機構就全職僱員在未來十二個月接受培訓技能之範圍提供優先次序。優先次序由 1 至 4，1 為首選。

Question 11 Please put a tick in the appropriate box for the months of high season for inbound and outbound in your establishment in the past 12 months  
問題 11 請指出 貴機構過去十二個月內入境及出境旅遊旺季的月份，並在適當空格內加上“✓”號

Question 12 Please fill in the number of inbound and outbound freelance/part-time tourist guides/tour escorts in the months of high season in the past 12 months  
問題 12 請填寫 貴機構在過去十二個月內，最旺月份中入境及出境旅遊特約／兼職導遊／領隊的人數。

2019 Manpower Survey of the Tourism Industry

## 旅遊業2019年人力調查

Job Descriptions for Principal Jobs  
in the Tourism Industry – Travel Agent  
 旅行社界別主要職務工作說明

Some of the job titles may not be identical to those used in your establishment. But if the jobs have similar or related functions, please treat them as the same and supply the required information in the questionnaire.

部分職稱可能與貴機構所採用者有別，但若工作性質相近，請視作同一職務，並在調查表內提供所需資料。

<u>Code</u> 編號	<u>Job Title</u> 職稱	<u>Job Description</u> 工作說明
<b>Managerial and professional level 經理及專業人員級</b>		
101	Administration Manager ; Office Manager 行政經理；寫字樓經理	<ul style="list-style-type: none"> <li>● Ensures smooth and efficient running of the internal systems and procedures;</li> <li>● Provides prompt and efficient centralised office and supporting services for all personnel.</li> <li>● 確保內部系統及程序順利有效運作；</li> <li>● 為各部門提供迅速和有效率的中央辦事處服務及輔助服務。</li> </ul>
102	Director of Personnel and Training; Director of Human Resources 人事及訓練部總監； 人力資源部總監	<ul style="list-style-type: none"> <li>● Establishes general personnel policies and adheres to labour laws; oversees staff recruitment, selection and replacement;</li> <li>● Assists department heads in scheduling staff vacation;</li> <li>● Strengthens employee relations with special incentive and activity programmes;</li> <li>● Handles staff grievances;</li> <li>● Prepares staff magazine;</li> <li>● Works with operation analyst in staff control.</li> <li>● 訂定一般人事政策及遵守勞工法例，監理聘用、甄選員工及填補空缺事宜；</li> <li>● 協助部門主管編排員工假期；</li> <li>● 推行特設的鼓勵及活動計劃以加強僱員關係；</li> <li>● 處理員工的投訴；</li> <li>● 印發員工刊物；；</li> <li>● 就員工管理方面與業務分析主任合作。</li> </ul>
103	Director of Public Relations ; Public Relations Manager 公共關係部總監； 公共關係部經理	<ul style="list-style-type: none"> <li>● Plans and directs publicity campaigns and promotion activities at strategic levels;</li> <li>● Liaises with the press and entertainment media;</li> <li>● Writes and edits all materials for in-house promotions;</li> <li>● Handles photo captions, news stories and magazine features of the company for press release locally and internationally;</li> <li>● Prepares annual advertising budget;</li> <li>● Reviews regularly the major social media and related websites, responds and provides feedback;</li> <li>● Monitors and advises on the update of the travel agent's home webpage.</li> <li>● 根據部門策略計劃及指導宣傳活動；</li> <li>● 與報界及娛樂界聯絡；</li> <li>● 撰寫及編輯公司內部的宣傳資料；</li> <li>● 處理公司的圖片說明、新聞報導、雜誌專題，以便刊載於本港及國際報章、雜誌上；</li> <li>● 提交每年的廣告預算；</li> <li>● 定期瀏覽各主要社交或相關的網站，並適時作出回應及跟進；</li> <li>● 對旅行社自設網站的定期更新及優化作出意見及指示。</li> </ul>

<u>Code</u> 編號	<u>Job Title</u> 職稱	<u>Job Description</u> 工作說明
<b>Managerial and professional level (Continued) 經理及專業人員級(續)</b>		
104	Information Systems Manager ; Information Systems Service Manager ; IT Manager ; IT Project Manager ; Information Security Specialist 資訊系統經理; 資訊系統服務經理; 資訊科技經理; 資訊科技項目經理; 資訊保安專責經理	<ul style="list-style-type: none"> <li>● Designs IT applications and systems, and/or customises package solutions to meet business objectives;</li> <li>● Manages all phases of the development life cycle including feasibility study, development, implementation and support;</li> <li>● Manages specific IT development or services projects based on the user's/customer's requirements;</li> <li>● Undertakes design, technical support and review on IT/network security, firewalls and intrusion detection;</li> <li>● Drafts the information security standards, policies and procedures.</li> <li>● 設計電腦應用軟件及系統或制定套裝方案，達致業務目標；</li> <li>● 管理系統開發各階段的工作，包括進行可行性研究、開發、推行及支援系統；</li> <li>● 根據用戶／客戶要求，管理個別電腦開發或項目服務；</li> <li>● 負責設計、技術支援及檢討資訊／網絡保安、防火牆及侵入偵察設施；</li> <li>● 擬定資訊保安標準、政策及程序。</li> </ul>
105	Executive Director ; General Manager ; Proprietor ; Partner ; Managing Director 執行董事；總經理；東主；合夥人；常務董事	<ul style="list-style-type: none"> <li>● Assumes the total responsibility of managing the establishment, usually with other managers/executives as direct subordinates;</li> <li>● Implements the establishment's policies with a view to achieving their objectives.</li> <li>● 全權負責管理一間機構，通常其直屬下級為其他經理／行政人員；</li> <li>● 推行機構的政策，以達到其目標。</li> </ul>
106	Financial Controller ; Accountant 財務總監；會計師	<ul style="list-style-type: none"> <li>● Oversees accounting matters;</li> <li>● Advises top management on financing of capital expenditure monitors</li> <li>● Reviews accounting and financial control system for the company;</li> <li>● Prepares accounting reports and budgets for top management;</li> <li>● Prepares and reviews tax returns;</li> <li>● Supervises and coordinates the activities of accounting staff.</li> <li>● 監督會計事宜；</li> <li>● 向高層提供有關應付支出的意見；</li> <li>● 代機構監管及檢討會計及財務管理制度；</li> <li>● 編寫會計報告及預算案呈交高層；</li> <li>● 填寫稅單及檢討報稅工作；</li> <li>● 督導及安排會計部職員的工作。</li> </ul>
107	Manager ; Operations Manager ; Area Manager 經理；業務經理；地區經理	<ul style="list-style-type: none"> <li>● Takes charge of the overall operation;</li> <li>● Maintains close liaison with personnel in the local travel market and participates in international travel trade conventions/conferences.</li> <li>● 主管整體工作；</li> <li>● 與本港旅遊業工作人員保持密切聯繫，並參與國際旅遊業會議。</li> </ul>

<u>Code</u> 編號	<u>Job Title</u> 職稱	<u>Job Description</u> 工作說明
<b>Managerial and professional level (Continued) 經理及專業人員級 (續)</b>		
108	Marketing Manager ; Director of Sales ; Convention Manager ; Event Manager ; Digital Marketing Manager 市場拓展部經理 ; 營業總監 ; 會議經理 ; 項目經理 ; 數碼營 銷經理	<ul style="list-style-type: none"> <li>● Plans, organises, directs and controls the company's marketing functions;</li> <li>● Reviews market and sales analysis to determine local and overseas market requirements;</li> <li>● Co-ordinates public relations activities relating to sales promotion;</li> <li>● Chairs the daily briefing of sales department, controls the Kardex System.</li> <li>● Submits a monthly sales report, solicits for group and convention business;</li> <li>● Conducts sales campaign and contacts all visiting travel trade and business personnel;</li> <li>● Develops digital marketing strategies on the data collected from customers and various sources;</li> <li>● Develops and implements company's digital marketing and online-media strategies and campaigns;</li> <li>● Oversees, co-ordinates and plans the digital media creation and multi-channel publication of the requested content;</li> <li>● Undertakes marketing activities and advertising promotional plans, manages events and data analyses.</li> <li>● 策劃、組織、指導和管理公司的市場拓展活動；</li> <li>● 檢討市場及營業分析，以確定本地及海外市場需求；</li> <li>● 統籌與業務推廣有關的公共關係活動；</li> <li>● 主持營業部每日的簡短會議，控制顧客資料卡片系統；</li> <li>● 提交每月營業報告，爭取團體及會議業務；</li> <li>● 推行營業計劃並與訪港的旅遊業及商界人士聯絡；</li> <li>● 收集來自不同渠道和數碼平台用戶數據及制定數碼營銷策略；</li> <li>● 發展及實施公司數碼營銷及網上媒體策略和活動；</li> <li>● 監察、統籌及策劃數碼內容創作，管理製作流程及細節；</li> <li>● 負責市場活動與廣告/推廣計劃，管理項目和分析數據。</li> </ul>
109	Personnel Manager ; Personnel and Training Manager ; Human Resources Manager ; Training Manager 人事部經理 ; 人事及訓練部經理 ; 人力資源部經理 ; 訓練部經理	<ul style="list-style-type: none"> <li>● Plans and implements effective personnel management and training procedures for all levels of staff;</li> <li>● Co-ordinates and controls internal and external training;</li> <li>● Advises management on personnel/training and management development trends;</li> <li>● Acts as course leader in specific training programmes;</li> <li>● Provides counselling for employees;</li> <li>● Determines the effectiveness of personnel and training activities.</li> <li>● 為各職級人員策劃及推行有效的人事管理及訓練計劃；</li> <li>● 管理及協調機構內外訓練；</li> <li>● 就人事／訓練及管理發展趨勢向管理階層提供意見；</li> <li>● 任特別訓練計劃的課程負責人；</li> <li>● 為職員提供輔導；</li> <li>● 評定人事管理及訓練活動的成效。</li> </ul>
110	Reservations Manager 訂位部經理	<ul style="list-style-type: none"> <li>● Formulates and supervises the reservation system;</li> <li>● Clarifies booking situation with management of travel/tourism related organisations and commercial accounts;</li> <li>● Promotes good relations with the public.</li> <li>● 制定及監督訂位制度；</li> <li>● 向旅遊機構管理人員及客戶查詢訂位情況；</li> <li>● 促進與公眾的關係。</li> </ul>
111	Sales Manager ; Business Manager ; Tour Manager ; Customer Services Manager ; Business Development Manager 營業經理 ; 業務經理 ; 客戶服務經理 ; 旅遊部經理 ; 業務發展經理	<ul style="list-style-type: none"> <li>● Re-structures marketing and sales strategies;</li> <li>● Observes competitors and new market trends;</li> <li>● Plans sales calls and provides leads;</li> <li>● Conducts sales performance appraisals of subordinates;</li> <li>● Reviews sales targets regularly.</li> <li>● 重訂市場拓展及營業策略；</li> <li>● 留意同業動態及市況新趨勢；</li> <li>● 設計營業付款通知書及提供重要報導；</li> <li>● 評估屬下的推銷表現；</li> <li>● 定期檢討營業目標。</li> </ul>

<u>Code</u> 編號	<u>Job Title</u> 職稱	<u>Job Description</u> 工作說明
<b>Managerial and professional level (Continued) 經理及專業人員級 (續)</b>		
112	Ticketing Manager 票務部經理	<ul style="list-style-type: none"> <li>● Controls, formulates and supervises the ticketing system of the agency according to international and local regulations;</li> <li>● Clarifies booking situation with management of travel/tourism related organisations and commercial accounts.</li> <li>● 按國際及本地規例管理、制定及監督旅行社的票務工作程序；</li> <li>● 向旅遊機構管理人員及客戶查詢訂票情況。</li> </ul>
113	Meetings, Incentives, Conventions and Exhibitions related Director ; Meetings, Incentives, Conventions and Exhibitions related Manager 會議、展覽及獎勵旅遊總監； 會議、展覽及獎勵旅遊經理	<ul style="list-style-type: none"> <li>● Formulates, directs, controls strategies and policies on Meeting, Incentives, Conventions and Exhibitions related business.</li> <li>● 制定、監督及管理會議、展覽及獎勵旅遊的策略及政策。</li> </ul>
<b>Supervisory / Technical level 督導／技術員級</b>		
201	Marketing Officer ; Marketing Executive ; Public Relations Officer ; Digital Marketing Officer 市場拓展部主任；公共關係主任；數碼營銷主任	<ul style="list-style-type: none"> <li>● Develops new accounts and additional business by regularly contacting clients and calling on potential clients, obtains marketing information and follows referrals from clients and competitors;</li> <li>● Completes weekly call reports;</li> <li>● Coordinates and plans the digital media creation and multi-channel publication of the requested content.</li> <li>● 按時聯絡有關人士，以爭取新客戶及額外業務，蒐集市場資料和跟進同業及客戶介紹的情況；</li> <li>● 填寫每週的聯絡報告；</li> <li>● 統籌及策劃數碼內容創作，管理製作流程及細節。</li> </ul>
202	Accounting Supervisor/ Accounting Officer 會計部主管／主任  (e.g. accounts payable/ receivable/ inventory/ audit/ credit/ accounting/paymaster/ cashier/ general cashier) (如：應付帳／應收帳／存貨／核數／信用部／會計部／出納等)	<ul style="list-style-type: none"> <li>● Accounting duties which include the following: audits and processes the payments of all of the company's disbursements;</li> <li>● Prepares expense analysis and other reports on suppliers' invoices and monthly statements;</li> <li>● Keeps proper record of all amounts due to the company on a timely basis;</li> <li>● Computes all travel agents' commissions payable;</li> <li>● Controls and balances all advance deposits;</li> <li>● Responses to account disputes and queries;</li> <li>● Prepares the monthly accounts receivable report;</li> <li>● Keeps all records relating to payroll;</li> <li>● Prepares and remits payroll reports;</li> <li>● Compiles all tax returns.</li> <li>● 核對及處理公司一切支出；</li> <li>● 編製支出分析及其他有關供應商發票及月結單的報告；</li> <li>● 保存應收帳紀錄；</li> <li>● 計算一切應付予旅行社的佣金；</li> <li>● 控制並平衡所有預付定金；</li> <li>● 處理會計上的爭議及疑問；</li> <li>● 編製每月應收帳款報告；</li> <li>● 保存所有與薪酬有關的紀錄；</li> <li>● 編製並提交薪酬報告；</li> <li>● 編製所有報稅表。</li> </ul>



<u>Code</u> 編號	<u>Job Title</u> 職稱	<u>Job Description</u> 工作說明
<b>Supervisory / Technical level (Continued) 督導／技術員級（續）</b>		
204	Systems Analyst ; Analyst Programmer ; Programmer ; Information Security Officer 系統分析員；程式分析員；程式編寫員；資訊保安主任	<ul style="list-style-type: none"> <li>● Designs and develops computer programmes to meet business needs according to the requirements laid down by the functional and technical specifications;</li> <li>● Applies appropriate system and programming tools, and hardware to deliver cost efficient business solutions;</li> <li>● Specialises in the system support and maintenance, which enables the use of system software for improving the system performance and quality of service;</li> <li>● Undertakes design, technical support and review on IT/network security, firewalls and intrusion detection;</li> <li>● Drafts the information security standards, policy and procedures.</li> <li>● 根據功能及技術規格，設計及開發電腦程式，應付業務需要；</li> <li>● 應用合適的系統、程式編製工具及硬件，提供具成本效益的業務方案；</li> <li>● 專責系統支援及維修，以便提高系統性能及服務質素；</li> <li>● 負責設計、技術支援及檢討資訊／網絡保安、防火牆及侵入偵察設施；</li> <li>● 擬定資訊保安標準、政策及程序。</li> </ul>
205	Operation Supervisor ; Operation Officer ; Tour Supervisor ; Tour Officer 業務主管；業務主任；旅遊部主管；旅遊部主任	<ul style="list-style-type: none"> <li>● Co-ordinates and supervises the activities of staff engaged in ticketing tour operation and clerical;</li> <li>● Liaises with hotels, restaurants, shops and places of tourists' interest.</li> <li>● 監督及協調票務部、旅遊部及文職人員的工作；</li> <li>● 與酒店、餐廳、商店及名勝區聯絡。</li> </ul>
206	Personnel Officer ; Training Officer ; Human Resources Officer 人事部主任；訓練部主任；人力資源部主任	<ul style="list-style-type: none"> <li>● Recruits, interviews and hires employees;</li> <li>● Counsels, transfers and dismisses employees based on appraisal of supervisors.</li> <li>● Counsels and advises department heads regarding personnel problems;</li> <li>● Assists in implementing training policies and functions;</li> <li>● Keeps staff training records;</li> <li>● Arranges for training schedules and liaises with outside training/education institutions.</li> <li>● 招募、約見及聘任僱員；</li> <li>● 根據考績報告輔導、調派或革除僱員；</li> <li>● 就人事問題向部門主管提供意見；</li> <li>● 協助推行訓練政策和活動；</li> <li>● 保存員工受訓紀錄；</li> <li>● 安排訓練日程，並與外界訓練／教育機構聯繫。</li> </ul>
207	Planning Supervisor 策劃主管	<ul style="list-style-type: none"> <li>● Supervises statistics clerks;</li> <li>● Produces regular statistical reports;</li> <li>● Monitors monthly commitments against budget.</li> <li>● 監督統計部文員；</li> <li>● 定期編製統計報告；</li> <li>● 按財政預算控制每月的承付支出。</li> </ul>
208	Reservations Supervisor ; Reservations Officer 訂位部主管；訂位部主任	<ul style="list-style-type: none"> <li>● Provides supervisory coverage in reservation during each shift;</li> <li>● Clarifies booking situation and feeds back vital information to departments concerned;</li> <li>● Promotes good relations with the public.</li> <li>● 監督每更訂位部職員的工作；</li> <li>● 查詢訂位情況，並將重要資料轉達有關部門；</li> <li>● 促進與公眾的關係。</li> </ul>
209	Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant Sales Manager ; Assistant Sales Supervisor 客戶主任；營業部主任；營業部主管；團體營業聯絡主任；助理營業經理；營業部助理主管	<ul style="list-style-type: none"> <li>● Assists the manager to co-ordinate tour operation for groups and individuals;</li> <li>● Liaises with airlines, other travel agencies and hotels;</li> <li>● Promotes sales to commercial accounts;</li> <li>● Follows up on future booking and attends to complaints.</li> <li>● 協助經理處理團體及個人旅遊事宜；</li> <li>● 與航空公司、其他旅行社及酒店聯絡；</li> <li>● 向商務機構推廣業務；</li> <li>● 辦理訂房及投訴事宜。</li> </ul>

<b>Code 編號</b>	<b>Job Title 職稱</b>	<b>Job Description 工作說明</b>
<b>Supervisory / Technical level (Continued) 督導／技術員級（續）</b>		
210	Ticketing Supervisor ; Ticketing Officer 票務部主管；票務部主任	<ul style="list-style-type: none"> <li>● Provides supervisory coverage in ticket office;</li> <li>● Compiles daily, weekly and monthly statistical reports on tickets issued;</li> <li>● Updates information of flight movements, exchange rates and air tariffs;</li> <li>● Assists subordinates in handling complicated matters.</li> <li>● 監督票務部的工作；</li> <li>● 就每日、每週及每月所發出的機票編製統計報告；</li> <li>● 提供有關航機飛行情況、匯率及航空關稅的最新資料；</li> <li>● 協助屬下處理複雜問題。</li> </ul>
211	Business Analyst ; Data Analyst 商業分析員；資料分析員	<ul style="list-style-type: none"> <li>● Controls passenger bookings and monitor reservations (technical) standards on the route(s) assigned; reviews flight booking profiles, short term capacity planning and performs allocation/re-allocation of seats.</li> <li>● 控制旅客訂位，監控訂位標準，檢討航空訂位情況、短期客量計劃及坐位編排。</li> </ul>
212	Meeting, Incentives, Conventions and Exhibitions Supervisor ; Meeting, Incentives, Conventions and Exhibitions Officer 會議、展覽及獎勵旅遊主管； 會議、展覽及獎勵旅遊主任	<ul style="list-style-type: none"> <li>● Assists the director/manager in duties related to Meeting, Incentives, Conventions and Exhibitions business, supervisors staff in operational matters related to Meeting, Incentives, Conventions and Exhibitions</li> <li>● 協助會議、展覽及獎勵旅遊總監/經理處理會議、展覽及獎勵旅遊事務並監督運作部門員工。</li> </ul>
<b>Clerical/Operative level 文員／操作工級</b>		
301	Accounting Clerk/ General Cashier 會計部文員；出納員	<ul style="list-style-type: none"> <li>● Performs a variety of routine calculating, posting, recording, filing and typing duties in accounts department, maintains complete records of cash and financial transactions, verifies accuracy of documents and makes necessary calculation.</li> <li>● 負責會計部各方面的日常計算、過帳、紀錄、編理檔案及打字等工作。</li> </ul>
303	General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 寫字樓文員；人事部文員； 訓練部文員；營業部文員； 核對文員；人力資源部文員	<ul style="list-style-type: none"> <li>● Performs clerical duties of a general nature such as copying, compiling, filing and recording information.</li> <li>● 負責一般文職工作，包括抄寫、編纂、編理檔案及紀錄資料等。</li> </ul>
304	Reservations Agent 訂位代理	<ul style="list-style-type: none"> <li>● Controls booking situation for all flights;</li> <li>● Works with ticketing officers;</li> <li>● Sells seats and services to passengers;</li> <li>● Provides information to other departments.</li> <li>● 處理所屬航班的訂位服務；</li> <li>● 與票務部主任合作；</li> <li>● 向顧客銷售機票及其他服務；</li> <li>● 向其他部門提供資料。</li> </ul>
305	Sales Representative 營業代表	<ul style="list-style-type: none"> <li>● Meets sales targets;</li> <li>● Sells air travel services;</li> <li>● Produces regular reports on business transactions;</li> <li>● Attends daily briefing and follows up the instructions from supervisor.</li> <li>● 實現營業目標；</li> <li>● 推銷航空服務；</li> <li>● 定期編製業務報告書；</li> <li>● 出席每日的簡短會議，並按照主管的指示做跟進工作。</li> </ul>

<u>Code</u> 編號	<u>Job Title</u> 職稱	<u>Job Description</u> 工作說明
<b>Clerical/Operative level (Continued)</b> 文員／操作工級（續）		
315	Travel Agency Clerk ; Reservation and/or Ticketing Clerk 旅行社文員；訂位及／或票務部文員	<ul style="list-style-type: none"> <li>● Prepares itineraries, makes travel and hotel reservation according to customers' requirement;</li> <li>● Examines schedules of air, sea or land transport and hotel facilities;</li> <li>● Completes and issues tickets, vouchers and other documents;</li> <li>● Makes special arrangements for package tours;</li> <li>● May need to assist passengers to obtain passports, visas and foreign currencies;</li> <li>● May prepare accounts and receive payments;</li> <li>● Advises on air fares and routes;</li> <li>● Makes bookings for customers and channels their special requests to reservations department;</li> <li>● Collects money in the right currency and issues tickets to passengers;</li> <li>● Checks flight movements.</li> <li>● 編製旅遊指南，根據顧客要求預訂團位及酒店；</li> <li>● 查核有關海、陸、空交通情況及酒店設施；</li> <li>● 填發票券、收據及其他文件；</li> <li>● 為旅行團作出特別安排；</li> <li>● 或須協助旅客申領護照、入境證及找換外幣；</li> <li>● 或須編製會計帳目及負責收取費用。</li> <li>● 就飛機票價及航線提出意見；</li> <li>● 替顧客預訂座位，並將其特別要求轉達訂位部；</li> <li>● 知會顧客以適當貨幣支付機票費用，並發出機票；</li> <li>● 查實航機班次及處理有關行程更改。</li> </ul>
316	Visa Clerk 簽證部文員	<ul style="list-style-type: none"> <li>● Performs general duties and assists clients in arranging the required visas and travel documents for tour groups.</li> <li>● 負責一般職務，協助顧客準備參加旅行團所需之入境證及旅遊文件。</li> </ul>
317	Sightseeing Guide ; Tourist Guide (Inbound) 觀光導遊；導遊（入境旅遊）	<ul style="list-style-type: none"> <li>● Accompanies groups of tourists and others on sightseeing tours within a city, or to places of general interest;</li> <li>● Assists in interpreting and purchasing.</li> <li>● 陪同旅行團及遊客等在本地觀光或參觀名勝地區；</li> <li>● 協助翻譯及協助遊客購買物品。</li> </ul>
318	Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員；電腦操作員；用戶支援員	<ul style="list-style-type: none"> <li>● Operates and controls data processing equipment;</li> <li>● Enters prepared source data into data entry machine;</li> <li>● Records data on card, magnetic tape and disk;</li> <li>● Despatches computer print-outs to users;</li> <li>● Sets up, renews and updates the travel agent's home page;</li> <li>● Monitors and provides data on the website traffic for management's analysis;</li> <li>● Provides technical support services to internal users or external clients, including desktop hardware, system and application software installation; upgrading.</li> <li>● 操作及控制資料處理設備；</li> <li>● 輸入編妥資料；</li> <li>● 將資料紀錄在咭片、磁帶及磁碟上；</li> <li>● 將電腦印出資料發送予有關部門；</li> <li>● 設立、更新及優化旅行社自設的網站；</li> <li>● 監控及提供瀏覽數據給管理層作分析用；</li> <li>● 為機構內部用戶或外間客戶提供技術支援服務，包括：安裝桌面硬件、系統及應用軟件；系統升級。</li> </ul>

<b>Code</b> 編號	<b>Job Title</b> 職稱	<b>Job Description</b> 工作說明
<b>Clerical/Operative level (Continued) 文員／操作工級（續）</b>		
319	Tour Escort ; Escort Guide (Outbound) 領隊；領隊兼導遊（出境旅遊）	<ul style="list-style-type: none"> <li>● Meets the tour groups at the airport</li> <li>● Take care of the members and various coordination;</li> <li>● Accompanies groups of tourists travelling by air, sea or other means of transportation over preplanned route;</li> <li>● Assists tourists with travel arrangements such as visas, passports and health certificate;</li> <li>● Makes arrangements for meals and accommodations enroute;</li> <li>● Points out places of interest and gives brief commentaries;</li> <li>● Assists tourists to plan individual sightseeing trips enroute;</li> <li>● Acts as interpreter and advises on custom duties and other regulations;</li> <li>● May collect fees or tickets.</li> <li>● 在機場迎接旅行團；</li> <li>● 照顧團友及負責協調各項事情；</li> <li>● 陪同旅行團乘搭飛機、輪船或其他交通工具，按照預定行程旅行；</li> <li>● 協助遊客安排有關入境簽證、護照及健康狀況證明書事宜；</li> <li>● 沿途為遊客安排食宿；</li> <li>● 介紹名勝；</li> <li>● 沿途協助安排個別遊客觀光行程；</li> <li>● 充當翻譯及就關稅及其他規例向遊客提供意見；</li> <li>● 或須負責收取費用或票券。</li> </ul>
320	Travel Consultant 旅遊顧問	<ul style="list-style-type: none"> <li>● Provides information on tours available, details of the destination, budget, travel documents required;</li> <li>● Provides information and makes recommendation on travel arrangement etc. so that customers can make their best choice.</li> <li>● 向顧客提供最切合其所需的旅行團及旅遊資料，如目的地、費用預算、旅遊文件等</li> <li>● 並提供旅遊安排建議。</li> </ul>
321	Cruise Consultant 郵輪顧問	<ul style="list-style-type: none"> <li>● Provides information on cruise packages available, details of the destination, budget, travel documents required etc. so that customers can make their best choice.</li> <li>● 向顧客提供最切合其所需的郵輪旅遊資料，如目的地、費用預算、旅遊文件等。</li> </ul>
322	Meeting, Incentives, Conventions and Exhibitions Coordinator 會議、展覽及獎勵旅遊統籌員	<ul style="list-style-type: none"> <li>● Acts as a facilitator to coordinate all Meeting, Incentives, Conventions and Exhibitions arrangements.</li> <li>● 促進有關統籌會議、展覽及獎勵旅遊項目。</li> </ul>
323	Coach Driver 旅遊車司機	<ul style="list-style-type: none"> <li>● Drives a coach in delivering the tourists to the scenic spots according to the planned itineraries;</li> <li>● Ensures the safety of the tourist and their luggage.</li> <li>● 負責駕駛旅遊車將遊客接送到行程中各景點；</li> <li>● 保障遊客及存放於車上之行李安全。</li> </ul>
326	Marketing / Public Relations Assistant ; Digital Marketing Assistant 市場拓展/公共關係助理; 數碼營銷助理	<ul style="list-style-type: none"> <li>● Assists the digital marketing team to manage relevant social media;</li> <li>● Updates and interacts with public on digital platform.</li> <li>● 協助數碼營銷部門管理相關社交媒體；</li> <li>● 更新及在數碼平台上與公眾互動。</li> </ul>
<b>Secretarial/Others level 秘書／其他職級</b>		
401	Executive Secretary ; Secretary ; Typist 行政秘書；秘書； 打字員	<ul style="list-style-type: none"> <li>● Takes dictation and transcribes letters, reports and memos;</li> <li>● Answers telephone, screen calls and takes messages;</li> <li>● Prepares replies to routine enquiries;</li> <li>● Maintains daily calendar and appointment schedules;</li> <li>● Receives personal callers and performs related secretarial duties.</li> <li>● 筆錄及繕寫信件、報告及便箋；</li> <li>● 接聽電話，甄別來電及記下口訊；</li> <li>● 答覆一般詢問；</li> <li>● 編擬每日事務及約會表；</li> <li>● 接待訪客及負責有關的秘書職務。</li> </ul>
402	Office Assistant ; Messenger 辦公室助理員；信差	<ul style="list-style-type: none"> <li>● Handles odd jobs and despatches errands for the general office.</li> <li>● 為總辦事處處理雜務及差使。</li> </ul>

## **Quality Control Measures**

### **Prior Fieldwork Preparation**

- Before the commencement of fieldwork, efforts were made to collect contact telephone numbers of the sampled establishments as far as possible. In addition, sampled establishments belonged to the same business organisations were grouped together to facilitate the fieldwork execution.

### **Thorough Training of Fieldwork Staff**

- VTC organised an industry briefing workshop to familiarise the fieldwork staff with industry related knowledge.
- An intensive briefing and training session were given to all fieldwork staff involved to ensure that they had a good understanding of the survey objectives, the contents of the questionnaire and the operational procedures. Representatives of VTC had participated as guest speakers in the briefing session to answer and clarify queries.

### **Monitoring of the Fieldwork Execution**

- Well-trained enumerators who are experienced in conducting establishment surveys were deployed to conduct the fieldwork. The fieldwork progress and the work of enumerators were closely monitored by fieldwork supervisors. Debriefing sessions were held to discuss and solve the problems encountered and to review the quality of the questionnaires completed.

### **Measures to Increase the Response Rate**

- A number of measures were employed to increase the response rate. In particular, assistance from the Training Board and trade associations was rendered in and soliciting cooperation from their members to participate in the survey.

### Checking of the Completed Questionnaires

- Completed questionnaires returned by each enumerator were subject to sample check by an independent team of experienced checkers to verify if field visits had really been made.
- ALL completed questionnaires had undergone vetting process by staff of VTC. Dubious cases identified were followed up by telephone and field verification with the parties concerned.

### Double Data Entry and Validation of the Collected Data

- A double data entry system was adopted to minimise the risk of incorrect data entry. Besides, all inputted data were subject to computer validation and dubious cases identified were followed up by field verification.

### Data Analysis by VTC

- Comparison of survey findings with last round as well as benchmarking with relevant manpower information were conducted.

## **Manpower Projection Methodology**

### **Labour Market Analysis**

1. The Labour Market Analysis approach examines a group of key statistical data which reflects important changes in the local economy, demography and labour market. It then selects some data as independent variables to build a statistical model that can be used to project manpower demand in the economic sector under study.
2. The building of a statistical model comprises two main steps: (i) Diagnostic and (ii) Prognostic. In the Diagnostic step, two sets of economic indicators will be considered. Set I comprises core statistics in the National Accounts (e.g. Gross Domestic Products (GDP) and its components) of Hong Kong, providing information about key economic activities. Set II comprises economic indicators with more disaggregate information about the economy, such as consumption, investment, trade, tourism, property and related activities, and the labour market, etc. The economic indicators relevant to the industry are statistically tested for multi-collinearity before grouping into principal components. In the Prognostic step, the principal components are used to build and maintain the statistical models for manpower projection.

**Table 1: Manpower Statistics**  
**表1：人力統計數字**

Job Title 職稱	Number of Employees as at Survey Reference Date (Excl. trainees/ apprentices) 在統計日期的僱員人數 (實習生/學徒除外)	Number of Trainees/ Apprentices as at Survey Reference Date 在統計日期的實習生/ 學徒人數	Number of Vacancies as at Survey Reference Date 在統計日期的空缺額	Forecast Number of Employees as at August 2020 (Excl. trainees/ apprentices) 預計在2020年8月的僱員人 數(實習生/學徒除外)
<b>Managerial/Professional Level 經理/專業人員級</b>				
101 Administration Manager ; Office Manager 行政經理；寫字樓經理	97	0	0	97
102 Director of Personnel and Training ; Director of Human Resources 人事及訓練部總監；人力資源部總監	30	0	1	31
103 Director of Public Relations ; Public Relations Manager 公共關係部總監；公共關係部經理	35	0	1	36
104 Information Systems Manager ; Information Systems Service Manager ; IT Manager ; IT Project Manager ; Information Security Specialist 資訊系統經理；資訊系統服務經理；資訊科技經理； 資訊科技項目經理；資訊保安專責經理	221	0	1	222
105 Executive Director ; General Manager ; Proprietor ; Partner ; Managing Director 執行董事；總經理；東主；合夥人；常務董事	511	0	0	511
106 Financial Controller ; Accountant 財務總監；會計師	231	0	4	235
107 Manager ; Operations Manager ; Area Manager 經理；業務經理；地區經理	622	0	0	622
108 Marketing Manager ; Director of Sales ; Convention Manager ; Event Manager ; Digital Marketing Manager 市場拓展部經理；營業總監；會議經理；項目經理； 數碼營銷經理	219	0	6	225
109 Personnel Manager ; Personnel and Training Manager ; Human Resources Manager ; Training Manager 人事部經理；人事及訓練部經理；人力資源部經理； 訓練部經理	120	0	2	122
110 Reservations Manager 訂位部經理	99	0	0	99
111 Sales Manager ; Business Manager ; Tour Manager ; Customer Services Manager/Business Development Manager 營業經理；業務經理；客戶服務經理；旅遊部經理； 業務發展經理	713	0	7	720
112 Ticketing Manager 票務部經理	223	0	0	223
113 Meetings, Incentives, Conventions and Exhibitions related Director ; Meetings, Incentives, Conventions and Exhibitions related Manager 會議、展覽及獎勵旅遊總監；會議、展覽及獎勵旅遊 經理	79	0	1	79
115 Airport Manager ; Traffic Manager ; Crew Control Manager/Crew Operations Manager ; In-flight Services Manager ; Customer Relations Manager 機場經理；交通事務經理；機組人員運作經理；客戶 關係經理	144	0	1	145
116 Flight Dispatch Manager 航班簽派經理	14	0	0	14
199 Others (Managerial / Professional Level) 其他(經理/專業人員級)	570	0	0	570
Sub-total 小計	3 928	0	24	3 951



**Table 1: Manpower Statistics**  
**表1：人力統計數字**

Job Title 職稱	Number of Employees as at Survey Reference Date (Excl. trainees/ apprentices) 在統計日期的僱員人數 (實習生/學徒除外)	Number of Trainees/ Apprentices as at Survey Reference Date 在統計日期的實習生/ 學徒人數	Number of Vacancies as at Survey Reference Date 在統計日期的空缺額	Forecast Number of Employees as at August 2020 (Excl. trainees/ apprentices) 預計在2020年8月的僱員人 數(實習生/學徒除外)
<b>Supervisory/Technical Level 督導/技術員級</b>				
201 Marketing Officer ; Marketing Executive ; Public Relations Officer ; Digital Marketing Officer 市場拓展部主任；公共關係主任；數碼營銷主任	364	0	9	373
202 Accounting Supervisor ; Accounting Officer 會計部主管；會計部主任 (e.g. accounts payable/ receivable/ inventory/ audit/ credit/ accounting/ paymaster/ cashier/ general cashier) (如：應付帳/應收帳/存貨/核數/信用部/會計部/出納等)	542	0	7	549
203 Airport Supervisor ; Traffic Supervisor ; Crew Control Supervisor/Crew Operations Supervisor ; Senior Purser ; Purser ; Customer Relations Supervisor 機場主管；交通事務主管；機組人員運作主管；高級機艙事務長；機艙事務長；客戶關係主管	1 479	0	0	1 479
204 Systems Analyst ; Analyst Programmer ; Programmer ; Information Security Officer 系統分析員；程式分析員；程式編寫員；資訊保安主任	337	0	6	343
205 Operation Supervisor ; Operation Officer ; Tour Supervisor ; Tour Officer 業務主管；業務主任；旅遊部主管；旅遊部主任	975	0	6	981
206 Personnel Officer ; Training Officer ; Human Resources Officer 人事部主任；訓練部主任；人力資源部主任	321	0	1	322
207 Planning Supervisor 策劃主管	66	0	1	67
208 Reservations Supervisor ; Reservations Officer 訂位部主管；訂位部主任	256	0	3	259
209 Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant Sales Manager ; Assistant Sales Supervisor 客戶主任；營業部主任；營業部主管；團體營業聯絡主任；助理營業經理；營業部助理主管	611	1	8	619
210 Ticketing Supervisor ; Ticketing Officer 票務部主管；票務部主任	863	0	0	863
211 Business Analyst ; Data Analyst 商業分析員；資料分析員	85	0	5	90
212 Meetings, Incentives, Conventions and Exhibitions Supervisor ; Meetings, Incentives, Conventions and Exhibitions Officer 會議、展覽及獎勵旅遊主管；會議、展覽及獎勵旅遊主任	162	0	5	167
299 Others (Supervisory / Technical Level) 其他(督導/技術員級)	387	0	1	388
Sub-total 小計	6 448	1	52	6 500

**Table 1: Manpower Statistics**  
**表1：人力統計數字**

Job Title 職稱	Number of Employees as at Survey Reference Date (Excl. trainees/ apprentices) 在統計日期的僱員人數 (實習生/學徒除外)	Number of Trainees/ Apprentices as at Survey Reference Date 在統計日期的實習生/ 學徒人數	Number of Vacancies as at Survey Reference Date 在統計日期的空缺額	Forecast Number of Employees as at August 2020 (Excl. trainees/ apprentices) 預計在2020年8月的僱員人 數(實習生/學徒除外)
<b>Clerical/Operative Level 文員/操作工級</b>				
301 Accounting Clerk ; General Cashier 會計部文員；出納員	1 212	1	17	1 229
303 General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 寫字樓文員；人事部文員；訓練部文員；營業部文 員；核對文員；人力資源部文員	1 104	2	12	1 116
304 Reservations Agent 訂位代理	552	0	3	555
305 Sales Representative 營業代表	954	6	35	989
306 Statistical Clerk ; Operation Clerk ; Planning Officer 統計部文員；業務文員；策劃主任	27	0	0	27
307 Cabin Attendant ; Crew 機艙服務員	13 536	3	186	13 722
308 Cargo Officer (Passenger Service) 貨物裝卸主任(旅客服務)	149	0	1	150
309 Ground Hostess ; Ground Crew ; Ground Services Staff 地勤服務員；行李過磅處人員	1 567	0	1	1 568
310 Information Counter Officer ; Customer Services Officer 詢問處主任；客戶服務部主任	90	0	2	92
311 Flight Dispatch Officer 航班簽派員	104	0	0	104
313 Airport Officer ; Crew Control Officer/Crew Operations Officer 機場主任；機組人員運作主任	97	0	1	98
314 Traffic Officer 交通事務主任	28	0	0	28
315 Travel Agency Clerk ; Reservation and/or Ticketing Clerk 旅行社文員；訂位及/或票務部文員	4 824	22	62	4 889
316 Visa Clerk 簽證部文員	209	0	1	210
317 Sightseeing Guide ; Tourist Guide (Inbound) 觀光導遊；導遊(入境旅遊)	549	0	2	549
318 Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員；電腦操作員；用戶支援員	310	0	6	316
319 Tour Escort ; Escort Guide (Outbound) 領隊；領隊兼導遊(出境旅遊)	1 620	12	92	1 712
320 Travel Consultant 旅遊顧問	2 316	2	60	2 363
321 Cruise Consultant 郵輪顧問	173	0	5	178
322 Meetings, Incentives, Conventions and Exhibitions Coordinator 會議、展覽及獎勵旅遊統籌員	601	0	14	615
323 Coach Driver 旅遊車司機	122	0	5	127
324 Airline Reservation and ; or Ticketing Clerk 航空公司訂位及；或票務部文員	142	0	3	145
326 Marketing/Public Relations Assistant ; Digital Marketing Assistant 市場拓展/公共關係助理；數碼營銷助理	427	0	6	433
399 Others (Clerical / Operative Level) 其他(文員/操作工級)	279	0	2	281
Sub-total 小計	30 992	48	516	31 496

**Table 1: Manpower Statistics**  
**表1：人力統計數字**

Job Title 職稱	Number of Employees as at Survey Reference Date (Excl. trainees/ apprentices) 在統計日期的僱員人數 (實習生／學徒除外)	Number of Trainees/ Apprentices as at Survey Reference Date 在統計日期的實習生／ 學徒人數	Number of Vacancies as at Survey Reference Date 在統計日期的空缺額	Forecast Number of Employees as at August 2020 (Excl. trainees/ apprentices) 預計在2020年8月的僱員人 數(實習生／學徒除外)
<b>Secretarial/Others 秘書／其他員工</b>				
401 Executive Secretary ; Secretary ; Typist 行政秘書；秘書；打字員	284	0	1	285
402 Office Assistant ; Messenger 辦公室助理員；信差	431	0	2	433
499 Others (Secretarial / Others) 其他(秘書／其他員工)	28	0	1	29
Sub-total 小計	743	0	4	747
Total 總計	<b>42 111</b>	<b>49</b>	<b>596</b>	<b>42 694</b>

**Table 2: Number of Employees at Time of Survey**  
**表2：在統計日期的僱員人數**

Job Title 職稱	Overall 總計	Branch 門類		
		Airline Companies 航空公司 (Branch 門類 1)	Travel Agents and Airline Ticket Agents 旅行社及 航空票務代理 (Branch 門類 2)	Sizeable Meetings, Incentives, Conventions and Exhibitions Companies 大型會議展覽及 獎勵旅遊公司 (Branch 門類 3)
<b>Managerial/Professional Level 經理／專業人員級</b>				
101 Administration Manager ; Office Manager 行政經理；寫字樓經理	97	21	70	6
102 Director of Personnel and Training ; Director of Human Resources 人事及訓練部總監；人力資源部總監	30	7	19	4
103 Director of Public Relations ; Public Relations Manager 公共關係部總監；公共關係部經理	35	4	23	8
104 Information Systems Manager ; Information Systems Service Manager ; IT Manager ; IT Project Manager ; Information Security Specialist 資訊系統經理；資訊系統服務經理；資訊科技經理；資訊科技項目經理；資訊保安專責經理	221	146	65	10
105 Executive Director ; General Manager ; Proprietor ; Partner ; Managing Director 執行董事；總經理；東主；合夥人；常務董事	511	103	390	18
106 Financial Controller ; Accountant 財務總監；會計師	231	75	132	24
107 Manager ; Operations Manager ; Area Manager 經理；業務經理；地區經理	622	75	528	19
108 Marketing Manager ; Director of Sales ; Convention Manager ; Event Manager ; Digital Marketing Manager 市場拓展部經理；營業總監；會議經理；項目經理；數碼營銷經理	219	59	142	18
109 Personnel Manager ; Personnel and Training Manager ; Human Resources Manager ; Training Manager 人事部經理；人事及訓練部經理；人力資源部經理；訓練部經理	120	50	56	14
110 Reservations Manager 訂位部經理	99	36	63	0
111 Sales Manager ; Business Manager ; Tour Manager ; Customer Services Manager/Business Development Manager 營業經理；業務經理；客戶服務經理；旅遊部經理；業務發展經理	713	113	557	43
112 Ticketing Manager 票務部經理	223	6	217	0
113 Meetings, Incentives, Conventions and Exhibitions related Director ; Meetings, Incentives, Conventions and Exhibitions related Manager 會議、展覽及獎勵旅遊總監；會議、展覽及獎勵旅遊經理	79	0	65	14
115 Airport Manager ; Traffic Manager ; Crew Control Manager/Crew Operations Manager ; In-flight Services Manager ; Customer Relations Manager 機場經理；交通事務經理；機組人員運作經理；客戶關係經理	144	144	0	0
116 Flight Dispatch Manager 航班簽派經理	14	14	0	0
199 Others (Managerial / Professional Level) 其他（經理／專業人員級）	570	569	1	0
Sub-total 小計	3 928	1 422	2 328	178

**Table 2: Number of Employees at Time of Survey**  
**表2：在統計日期的僱員人數**

Job Title 職稱	Overall 總計	Branch 門類		
		Airline Companies 航空公司 (Branch 門類 1)	Travel Agents and Airline Ticket Agents 旅行社及 航空票務代理 (Branch 門類 2)	Sizeable Meetings, Incentives, Conventions and Exhibitions Companies 大型會議展覽及 獎勵旅遊公司 (Branch 門類 3)
<b>Supervisory/Technical Level 督導/技術員級</b>				
201 Marketing Officer ; Marketing Executive ; Public Relations Officer ; Digital Marketing Officer 市場拓展部主任；公共關係主任；數碼營銷主任	364	92	228	44
202 Accounting Supervisor ; Accounting Officer 會計部主管；會計部主任 (e.g. accounts payable/ receivable/ inventory/ audit/ credit/ accounting/ paymaster/ cashier/ general cashier) (如：應付帳/應收帳/存貨/核數/信用部/會計部/出納等)	542	164	349	29
203 Airport Supervisor ; Traffic Supervisor ; Crew Control Supervisor/Crew Operations Supervisor ; Senior Purser ; Purser ; Customer Relations Supervisor 機場主管；交通事務主管；機組人員運作主管；高級機艙事務長；機艙事務長；客戶關係主管	1 479	1 479	0	0
204 Systems Analyst ; Analyst Programmer ; Programmer ; Information Security Officer 系統分析員；程式分析員；程式編寫員；資訊保安主任	337	168	116	53
205 Operation Supervisor ; Operation Officer ; Tour Supervisor ; Tour Officer 業務主管；業務主任；旅遊部主管；旅遊部主任	975	0	968	7
206 Personnel Officer ; Training Officer ; Human Resources Officer 人事部主任；訓練部主任；人力資源部主任	321	102	129	90
207 Planning Supervisor 策劃主管	66	11	19	36
208 Reservations Supervisor ; Reservations Officer 訂位部主管；訂位部主任	256	103	153	0
209 Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant Sales Manager ; Assistant Sales Supervisor 客戶主任；營業部主任；營業部主管；團體營業聯絡主任；助理營業經理；營業部助理主管	611	103	421	87
210 Ticketing Supervisor ; Ticketing Officer 票務部主管；票務部主任	863	37	826	0
211 Business Analyst ; Data Analyst 商業分析員；資料分析員	85	56	26	3
212 Meetings, Incentives, Conventions and Exhibitions Supervisor ; Meetings, Incentives, Conventions and Exhibitions Officer 會議、展覽及獎勵旅遊主管；會議、展覽及獎勵旅遊主任	162	0	67	95
299 Others (Supervisory / Technical Level) 其他（督導/技術員級）	387	358	17	12
Sub-total 小計	6 448	2 673	3 319	456

**Table 2: Number of Employees at Time of Survey**  
**表2：在統計日期的僱員人數**

Job Title 職稱	Overall 總計	Branch 門類		
		Airline Companies 航空公司 (Branch 門類 1)	Travel Agents and Airline Ticket Agents 旅行社及 航空票務代理 (Branch 門類 2)	Sizeable Meetings, Incentives, Conventions and Exhibitions Companies 大型會議展覽及 獎勵旅遊公司 (Branch 門類 3)
<b>Clerical/Operative Level 文員／操作工級</b>				
301 Accounting Clerk ; General Cashier 會計部文員；出納員	1 212	200	949	63
303 General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 寫字樓文員；人事部文員；訓練部文員；營業部文 員；核對文員；人力資源部文員	1 104	324	555	225
304 Reservations Agent 訂位代理	552	350	202	0
305 Sales Representative 營業代表	954	143	778	33
306 Statistical Clerk ; Operation Clerk ; Planning Officer 統計部文員；業務文員；策劃主任	27	27	0	0
307 Cabin Attendant ; Crew 機艙服務員	13 536	13 536	0	0
308 Cargo Officer (Passenger Service) 貨物裝卸主任（旅客服務）	149	149	0	0
309 Ground Hostess ; Ground Crew ; Ground Services Staff 地勤服務員；行李過磅處人員	1 567	1 567	0	0
310 Information Counter Officer ; Customer Services Officer 詢問處主任；客戶服務部主任	90	90	0	0
311 Flight Dispatch Officer 航班簽派員	104	104	0	0
313 Airport Officer ; Crew Control Officer/Crew Operations Officer 機場主任；機組人員運作主任	97	97	0	0
314 Traffic Officer 交通事務主任	28	28	0	0
315 Travel Agency Clerk ; Reservation and/or Ticketing Clerk 旅行社文員；訂位及／或票務部文員	4 824	0	4 824	0
316 Visa Clerk 簽證部文員	209	0	191	18
317 Sightseeing Guide ; Tourist Guide (Inbound) 觀光導遊；導遊（入境旅遊）	549	0	549	0
318 Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員；電腦操作員；用戶支援員	310	59	197	54
319 Tour Escort ; Escort Guide (Outbound) 領隊；領隊兼導遊（出境旅遊）	1 620	0	1 620	0
320 Travel Consultant 旅遊顧問	2 316	0	2 316	0
321 Cruise Consultant 郵輪顧問	173	0	173	0
322 Meetings, Incentives, Conventions and Exhibitions Coordinator 會議、展覽及獎勵旅遊統籌員	601	0	174	427
323 Coach Driver 旅遊車司機	122	0	122	0
324 Airline Reservation and ; or Ticketing Clerk 航空公司訂位及；或票務部文員	142	142	0	0
326 Marketing/Public Relations Assistant ; Digital Marketing Assistant 市場拓展／公共關係助理；數碼營銷助理	427	80	232	115
399 Others (Clerical / Operative Level) 其他（文員／操作工級）	279	251	28	0
Sub-total 小計	30 992	17 147	12 910	935

**Table 2: Number of Employees at Time of Survey**  
**表2：在統計日期的僱員人數**

Job Title 職稱	Overall 總計	Branch 門類		
		Airline Companies 航空公司 (Branch 門類 1)	Travel Agents and Airline Ticket Agents 旅行社及 航空票務代理 (Branch 門類 2)	Sizeable Meetings, Incentives, Conventions and Exhibitions Companies 大型會議展覽及 獎勵旅遊公司 (Branch 門類 3)
<b>Secretarial/Others</b> 秘書／其他員工				
401 Executive Secretary ; Secretary ; Typist 行政秘書；秘書；打字員	284	130	125	29
402 Office Assistant ; Messenger 辦公室助理員；信差	431	16	392	23
499 Others (Secretarial / Others) 其他（秘書／其他員工）	28	9	13	6
Sub-total 小計	743	155	530	58
Total 總計	42 111	21 397	19 087	1 627

**Table 3: Percentage Distribution of Average Monthly Remuneration Package of Employees**  
**表3：僱員平均月薪分布**

Job Title 職稱	Total no. of employees 僱員人數	Average Monthly Remuneration Package 每月平均薪酬						Overall 總計
		\$10,000 or below 或以下	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above 或以上	
<b>Managerial/Professional Level 經理／專業人員級</b>								
101 Administration Manager ; Office Manager 行政經理；寫字樓經理	97	0.0%	1.1%	14.9%	28.7%	26.6%	28.7%	100.0%
102 Director of Personnel and Training ; Director of Human Resources 人事及訓練部總監；人力資源部總監	30	0.0%	0.0%	0.0%	0.0%	46.7%	53.3%	100.0%
103 Director of Public Relations ; Public Relations Manager 公共關係部總監；公共關係部經理	35	0.0%	0.0%	0.0%	0.0%	14.3%	85.7%	100.0%
104 Information Systems Manager ; Information Systems Service Manager ; IT Manager ; IT Project Manager ; Information Security Specialist 資訊系統經理；資訊系統服務經理；資訊科技經理；資訊科技項目經理；資訊保安專責經理	221	0.0%	0.0%	5.9%	3.2%	4.5%	86.4%	100.0%
105 Executive Director ; General Manager ; Proprietor ; Partner ; Managing Director 執行董事；總經理；東主；合夥人；常務董事	511	0.0%	0.0%	12.4%	17.1%	14.5%	56.0%	100.0%
106 Financial Controller ; Accountant 財務總監；會計師	231	0.0%	0.0%	0.4%	7.0%	12.8%	79.7%	100.0%
107 Manager ; Operations Manager ; Area Manager 經理；業務經理；地區經理	622	0.0%	0.0%	12.6%	29.6%	29.7%	28.1%	100.0%
108 Marketing Manager ; Director of Sales ; Convention Manager ; Event Manager ; Digital Marketing Manager 市場拓展部經理；營業總監；會議經理；項目經理；數碼營銷經理	219	0.0%	0.5%	0.0%	6.0%	32.7%	60.8%	100.0%
109 Personnel Manager ; Personnel and Training Manager ; Human Resources Manager ; Training Manager 人事部經理；人事及訓練部經理；人力資源部經理；訓練部經理	120	0.0%	0.0%	0.0%	4.2%	28.6%	67.2%	100.0%
110 Reservations Manager 訂位部經理	99	0.0%	0.0%	13.1%	5.1%	26.3%	55.6%	100.0%
111 Sales Manager ; Business Manager ; Tour Manager ; Customer Services Manager/Business Development Manager 營業經理；業務經理；客戶服務經理；旅遊部經理；業務發展經理	713	0.0%	0.0%	0.3%	28.9%	32.1%	38.7%	100.0%
112 Ticketing Manager 票務部經理	223	0.0%	0.5%	18.7%	32.0%	26.5%	22.4%	100.0%
113 Meetings, Incentives, Conventions and Exhibitions related Director ; Meetings, Incentives, Conventions and Exhibitions related Manager 會議、展覽及獎勵旅遊總監；會議、展覽及獎勵旅遊經理	79	0.0%	0.0%	0.0%	20.8%	53.2%	26.0%	100.0%
115 Airport Manager ; Traffic Manager ; Crew Control Manager/Crew Operations Manager ; In-flight Services Manager ; Customer Relations Manager 機場經理；交通事務經理；機組人員運作經理；客戶關係經理	144	0.0%	0.0%	0.0%	2.8%	6.9%	90.3%	100.0%
116 Flight Dispatch Manager 航班簽派經理	14	0.0%	0.0%	0.0%	0.0%	14.3%	85.7%	100.0%
199 Others (Managerial / Professional Level) 其他（經理／專業人員級）	570	0.0%	0.0%	0.0%	0.0%	2.1%	97.9%	100.0%
Sub-total 小計	3 928	0.0%	0.1%	5.8%	16.3%	21.0%	56.8%	100.0%



**Table 3: Percentage Distribution of Average Monthly Remuneration Package of Employees**  
**表3：僱員平均月薪分布**

Job Title 職稱	Total no. of employees 僱員人數	Average Monthly Remuneration Package 每月平均薪酬						Overall 總計
		\$10,000 or below 或以下	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above 或以上	
<b>Supervisory/Technical Level 督導／技術員級</b>								
201 Marketing Officer ; Marketing Executive ; Public Relations Officer ; Digital Marketing Officer 市場拓展部主任；公共關係主任；數碼營銷主任	364	0.0%	0.0%	5.2%	65.4%	29.1%	0.3%	100.0%
202 Accounting Supervisor ; Accounting Officer 會計部主管；會計部主任 (e.g. accounts payable/ receivable/ inventory/ audit/ credit/ accounting/ paymaster/ cashier/ general cashier) (如：應付帳／應收帳／存貨／核數／信用部／會計部／出納等)	542	0.0%	0.0%	21.3%	60.9%	15.0%	2.8%	100.0%
203 Airport Supervisor ; Traffic Supervisor ; Crew Control Supervisor/Crew Operations Supervisor ; Senior Purser ; Purser ; Customer Relations Supervisor 機場主管；交通事務主管；機組人員運作主管；高級機艙事務長；機艙事務長；客戶關係主管	1 479	0.0%	0.0%	0.7%	30.7%	62.7%	5.9%	100.0%
204 Systems Analyst ; Analyst Programmer ; Programmer ; Information Security Officer 系統分析員；程式分析員；程式編寫員；資訊保安主任	337	0.0%	0.3%	0.3%	26.6%	71.9%	0.9%	100.0%
205 Operation Supervisor ; Operation Officer ; Tour Supervisor ; Tour Officer 業務主管；業務主任；旅遊部主管；旅遊部主任	975	0.0%	0.0%	25.4%	51.5%	23.1%	0.0%	100.0%
206 Personnel Officer ; Training Officer ; Human Resources Officer 人事部主任；訓練部主任；人力資源部主任	321	0.0%	0.3%	5.3%	64.1%	28.1%	2.2%	100.0%
207 Planning Supervisor 策劃主管	66	0.0%	4.5%	7.6%	65.2%	22.7%	0.0%	100.0%
208 Reservations Supervisor ; Reservations Officer 訂位部主管；訂位部主任	256	0.0%	1.2%	32.2%	61.2%	5.4%	0.0%	100.0%
209 Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant Sales Manager ; Assistant Sales Supervisor 客戶主任；營業部主任；營業部主管；團體營業聯絡主任；助理營業經理；營業部助理主管	611	0.0%	0.5%	15.1%	65.1%	19.4%	0.0%	100.0%
210 Ticketing Supervisor ; Ticketing Officer 票務部主管；票務部主任	863	0.0%	0.0%	22.1%	54.2%	23.7%	0.0%	100.0%
211 Business Analyst ; Data Analyst 商業分析員；資料分析員	85	0.0%	0.0%	57.6%	7.1%	35.3%	0.0%	100.0%
212 Meetings, Incentives, Conventions and Exhibitions Supervisor ; Meetings, Incentives, Conventions and Exhibitions Officer 會議、展覽及獎勵旅遊主管；會議、展覽及獎勵旅遊主任	162	0.0%	0.0%	9.3%	16.8%	73.9%	0.0%	100.0%
299 Others (Supervisory / Technical Level) 其他（督導／技術員級）	387	0.0%	1.3%	86.0%	12.4%	0.0%	0.3%	100.0%
Sub-total 小計	6 448	0.0%	0.2%	18.2%	45.9%	33.8%	1.8%	100.0%

**Table 3: Percentage Distribution of Average Monthly Remuneration Package of Employees**  
**表3：僱員平均月薪分布**

Job Title 職稱	Total no. of employees 僱員人數	Average Monthly Remuneration Package 每月平均薪酬						Overall 總計
		\$10,000 or below 或以下	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above 或以上	
<b>Clerical/Operative Level 文員／操作工級</b>								
301 Accounting Clerk ; General Cashier 會計部文員；出納員	1 212	0.0%	35.3%	48.1%	16.1%	0.5%	0.0%	100.0%
303 General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 寫字樓文員；人事部文員；訓練部文員；營業部文員；核對文員；人力資源部文員	1 104	1.0%	43.5%	52.5%	3.0%	0.0%	0.0%	100.0%
304 Reservations Agent 訂位代理	552	0.0%	24.9%	68.7%	6.4%	0.0%	0.0%	100.0%
305 Sales Representative 營業代表	954	2.6%	48.3%	28.1%	19.9%	1.1%	0.0%	100.0%
306 Statistical Clerk ; Operation Clerk ; Planning Officer 統計部文員；業務文員；策劃主任	27	0.0%	0.0%	85.2%	14.8%	0.0%	0.0%	100.0%
307 Cabin Attendant ; Crew 機艙服務員	13 536	0.0%	0.6%	89.9%	9.4%	0.1%	0.0%	100.0%
308 Cargo Officer (Passenger Service) 貨物裝卸主任（旅客服務）	149	0.0%	15.8%	75.3%	6.8%	2.1%	0.0%	100.0%
309 Ground Hostess ; Ground Crew ; Ground Services Staff 地勤服務員；行李過磅人員	1 567	0.0%	5.6%	85.8%	8.7%	0.0%	0.0%	100.0%
310 Information Counter Officer ; Customer Services Officer 詢問處主任；客戶服務部主任	90	0.0%	5.6%	51.1%	41.1%	2.2%	0.0%	100.0%
311 Flight Dispatch Officer 航班簽派員	104	0.0%	21.2%	35.6%	42.3%	0.0%	1.0%	100.0%
313 Airport Officer ; Crew Control Officer/Crew Operations Officer 機場主任；機組人員運作主任	97	0.0%	0.0%	30.9%	66.0%	3.1%	0.0%	100.0%
314 Traffic Officer 交通事務主任	28	0.0%	7.1%	39.3%	53.6%	0.0%	0.0%	100.0%
315 Travel Agency Clerk ; Reservation and/or Ticketing Clerk 旅行社文員；訂位及／或票務部文員	4 824	0.9%	50.6%	40.3%	8.1%	0.1%	0.0%	100.0%
316 Visa Clerk 簽證部文員	209	0.0%	68.9%	13.4%	17.7%	0.0%	0.0%	100.0%
317 Sightseeing Guide ; Tourist Guide (Inbound) 觀光導遊；導遊（入境旅遊）	549	0.0%	21.6%	70.5%	7.8%	0.0%	0.0%	100.0%
318 Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員；電腦操作員；用戶支援員	310	0.0%	19.7%	49.3%	30.9%	0.0%	0.0%	100.0%
319 Tour Escort ; Escort Guide (Outbound) 領隊；領隊兼導遊（出境旅遊）	1 620	18.0%	21.7%	51.4%	8.9%	0.0%	0.0%	100.0%
320 Travel Consultant 旅遊顧問	2 316	1.7%	28.9%	38.2%	31.2%	0.0%	0.0%	100.0%
321 Cruise Consultant 郵輪顧問	173	8.7%	44.5%	16.2%	30.6%	0.0%	0.0%	100.0%
322 Meetings, Incentives, Conventions and Exhibitions Coordinator 會議、展覽及獎勵旅遊統籌員	601	0.0%	15.3%	13.3%	71.4%	0.0%	0.0%	100.0%
323 Coach Driver 旅遊車司機	122	0.0%	31.4%	56.2%	12.4%	0.0%	0.0%	100.0%
324 Airline Reservation and ; or Ticketing Clerk 航空公司訂位及；或票務部文員	142	0.0%	40.4%	42.6%	16.9%	0.0%	0.0%	100.0%
326 Marketing/Public Relations Assistant ; Digital Marketing Assistant 市場拓展／公共關係助理；數碼營銷助理	427	0.0%	29.5%	42.9%	27.6%	0.0%	0.0%	100.0%
399 Others (Clerical / Operative Level) 其他（文員／操作工級）	279	5.9%	1.5%	92.6%	0.0%	0.0%	0.0%	100.0%
Sub-total 小計	30 992	1.4%	18.9%	66.3%	13.2%	0.1%	0.0%	100.0%

**Table 3: Percentage Distribution of Average Monthly Remuneration Package of Employees**  
**表3：僱員平均月薪分布**

Job Title 職稱	Total no. of employees 僱員人數	Average Monthly Remuneration Package 每月平均薪酬						Overall 總計
		\$10,000 or below 或以下	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above 或以上	
<b>Secretarial/Others 秘書／其他員工</b>								
401 Executive Secretary ; Secretary ; Typist 行政秘書；秘書；打字員	284	15.5%	17.3%	51.2%	12.4%	1.4%	2.1%	100.0%
402 Office Assistant ; Messenger 辦公室助理員；信差	431	33.6%	62.9%	3.5%	0.0%	0.0%	0.0%	100.0%
499 Others (Secretarial / Others) 其他（秘書／其他員工）	28	18.5%	44.4%	37.0%	0.0%	0.0%	0.0%	100.0%
Sub-total 小計	743	26.1%	44.6%	23.2%	4.8%	0.5%	0.8%	100.0%
Total 總計	42 111	1.5%	14.8%	52.5%	18.4%	7.3%	5.6%	100.0%

**Table 4: Percentage Distribution of Preferred Education Level of Employees**  
**表4：僱員宜有的教育程度及分布**

Job Title 職稱	Total no. of employees 僱員人數	Education level 教育程度						Overall 總計
		Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree 副學位	Diploma/ Certificate 文憑/ 證書	Secondary 4 to 7 中四至 中七	Secondary 3 or below 中三或 以下	
<b>Managerial/Professional Level 經理／專業人員級</b>								
101 Administration Manager ; Office Manager 行政經理；寫字樓經理	97	2.1%	76.6%	7.4%	13.8%	0.0%	0.0%	100.0%
102 Director of Personnel and Training ; Director of Human Resources 人事及訓練部總監；人力資源部總監	30	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
103 Director of Public Relations ; Public Relations Manager 公共關係部總監；公共關係部經理	35	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
104 Information Systems Manager ; Information Systems Service Manager ; IT Manager ; IT Project Manager ; Information Security Specialist 資訊系統經理；資訊系統服務經理；資訊科技經理；資訊科技項目經理；資訊保安專責經理	221	3.5%	96.5%	0.0%	0.0%	0.0%	0.0%	100.0%
105 Executive Director ; General Manager ; Proprietor ; Partner ; Managing Director 執行董事；總經理；東主；合夥人；常務董事	511	4.4%	45.0%	4.2%	40.8%	5.3%	0.2%	100.0%
106 Financial Controller ; Accountant 財務總監；會計師	231	2.6%	82.5%	2.1%	12.9%	0.0%	0.0%	100.0%
107 Manager ; Operations Manager ; Area Manager 經理；業務經理；地區經理	622	2.4%	68.2%	17.1%	11.8%	0.5%	0.0%	100.0%
108 Marketing Manager ; Director of Sales ; Convention Manager ; Event Manager ; Digital Marketing Manager 市場拓展部經理；營業總監；會議經理；項目經理；數碼營銷經理	219	1.5%	76.5%	19.9%	2.0%	0.0%	0.0%	100.0%
109 Personnel Manager ; Personnel and Training Manager ; Human Resources Manager ; Training Manager 人事部經理；人事及訓練部經理；人力資源部經理；訓練部經理	120	4.4%	94.4%	1.1%	0.0%	0.0%	0.0%	100.0%
110 Reservations Manager 訂位部經理	99	0.0%	90.5%	5.4%	4.1%	0.0%	0.0%	100.0%
111 Sales Manager ; Business Manager ; Tour Manager ; Customer Services Manager/Business Development Manager 營業經理；業務經理；客戶服務經理；旅遊部經理；業務發展經理	713	0.2%	84.1%	8.2%	7.6%	0.0%	0.0%	100.0%
112 Ticketing Manager 票務部經理	223	0.0%	49.5%	8.2%	42.3%	0.0%	0.0%	100.0%
113 Meetings, Incentives, Conventions and Exhibitions related Director ; Meetings, Incentives, Conventions and Exhibitions related Manager 會議、展覽及獎勵旅遊總監；會議、展覽及獎勵旅遊經理	79	0.0%	97.4%	2.6%	0.0%	0.0%	0.0%	100.0%
115 Airport Manager ; Traffic Manager ; Crew Control Manager/Crew Operations Manager ; In-flight Services Manager ; Customer Relations Manager 機場經理；交通事務經理；機組人員運作經理；客戶關係經理	144	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
116 Flight Dispatch Manager 航班簽派經理	14	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
199 Others (Managerial / Professional Level) 其他（經理／專業人員級）	570	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Sub-total 小計	3 928	1.8%	73.2%	8.7%	15.3%	0.9%	0.0%	100.0%

**Table 4: Percentage Distribution of Preferred Education Level of Employees**  
**表4：僱員宜有的教育程度及分布**

Job Title 職稱	Total no. of employees 僱員人數	Education level 教育程度						Overall 總計
		Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree 副學位	Diploma/ Certificate 文憑/ 證書	Secondary 4 to 7 中四至 中七	Secondary 3 or below 中三或 以下	
<b>Supervisory/Technical Level 督導／技術員級</b>								
201 Marketing Officer ; Marketing Executive ; Public Relations Officer ; Digital Marketing Officer 市場拓展部主任；公共關係主任；數碼營銷主任	364	0.0%	48.4%	26.9%	22.9%	1.7%	0.0%	100.0%
202 Accounting Supervisor ; Accounting Officer 會計部主管；會計部主任 (e.g. accounts payable/ receivable/ inventory/ audit/ credit/ accounting/ paymaster/ cashier/ general cashier) (如：應付帳／應收帳／存貨／核數／信用部／會計部／出納等)	542	0.0%	33.1%	23.5%	35.5%	7.9%	0.0%	100.0%
203 Airport Supervisor ; Traffic Supervisor ; Crew Control Supervisor/Crew Operations Supervisor ; Senior Purser ; Purser ; Customer Relations Supervisor 機場主管；交通事務主管；機組人員運作主管；高級機艙事務長；機艙事務長；客戶關係主管	1 479	0.0%	7.7%	9.9%	5.3%	77.0%	0.0%	100.0%
204 Systems Analyst ; Analyst Programmer ; Programmer ; Information Security Officer 系統分析員；程式分析員；程式編寫員；資訊保安主任	337	0.0%	60.0%	23.8%	16.2%	0.0%	0.0%	100.0%
205 Operation Supervisor ; Operation Officer ; Tour Supervisor ; Tour Officer 業務主管；業務主任；旅遊部主管；旅遊部主任	975	0.0%	20.9%	44.2%	24.9%	10.1%	0.0%	100.0%
206 Personnel Officer ; Training Officer ; Human Resources Officer 人事部主任；訓練部主任；人力資源部主任	321	0.0%	61.5%	23.0%	15.5%	0.0%	0.0%	100.0%
207 Planning Supervisor 策劃主管	66	0.0%	19.7%	25.8%	54.5%	0.0%	0.0%	100.0%
208 Reservations Supervisor ; Reservations Officer 訂位部主管；訂位部主任	256	0.0%	16.9%	45.8%	33.8%	3.6%	0.0%	100.0%
209 Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant Sales Manager ; Assistant Sales Supervisor 客戶主任；營業部主任；營業部主管；團體營業聯絡主任；助理營業經理；營業部助理主管	611	0.0%	35.1%	29.0%	34.9%	1.0%	0.0%	100.0%
210 Ticketing Supervisor ; Ticketing Officer 票務部主管；票務部主任	863	0.0%	19.6%	26.2%	40.6%	13.6%	0.0%	100.0%
211 Business Analyst ; Data Analyst 商業分析員；資料分析員	85	0.0%	61.4%	38.6%	0.0%	0.0%	0.0%	100.0%
212 Meetings, Incentives, Conventions and Exhibitions Supervisor ; Meetings, Incentives, Conventions and Exhibitions Officer 會議、展覽及獎勵旅遊主管；會議、展覽及獎勵旅遊主任	162	0.0%	74.5%	24.2%	0.0%	1.2%	0.0%	100.0%
299 Others (Supervisory / Technical Level) 其他（督導／技術員級）	387	0.0%	3.0%	47.0%	42.4%	7.6%	0.0%	100.0%
Sub-total 小計	6 448	0.0%	29.4%	29.0%	26.6%	15.0%	0.0%	100.0%

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**表4：僱員宜有的教育程度及分布**

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<b>Clerical/Operative Level 文員／操作工級</b>								
301 Accounting Clerk ; General Cashier 會計部文員；出納員	1 212	0.0%	0.4%	16.7%	50.7%	32.1%	0.0%	100.0%
303 General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 寫字樓文員；人事部文員；訓練部文員；營業部文 員；核對文員；人力資源部文員	1 104	0.0%	3.4%	13.2%	49.5%	33.7%	0.1%	100.0%
304 Reservations Agent 訂位代理	552	0.0%	0.0%	15.2%	48.4%	36.4%	0.0%	100.0%
305 Sales Representative 營業代表	954	0.0%	2.0%	12.6%	29.7%	55.6%	0.0%	100.0%
306 Statistical Clerk ; Operation Clerk ; Planning Officer 統計部文員；業務文員；策劃主任	27	0.0%	0.0%	29.6%	70.4%	0.0%	0.0%	100.0%
307 Cabin Attendant ; Crew 機艙服務員	13 536	0.0%	0.0%	53.0%	15.3%	31.7%	0.0%	100.0%
308 Cargo Officer (Passenger Service) 貨物裝卸主任（旅客服務）	149	0.0%	0.0%	19.1%	36.8%	44.1%	0.0%	100.0%
309 Ground Hostess ; Ground Crew ; Ground Services Staff 地勤服務員；行李過磅處人員	1 567	0.0%	0.0%	1.4%	50.1%	48.4%	0.0%	100.0%
310 Information Counter Officer ; Customer Services Officer 詢問處主任；客戶服務部主任	90	0.0%	0.0%	11.4%	25.7%	62.9%	0.0%	100.0%
311 Flight Dispatch Officer 航班簽派員	104	0.0%	2.4%	26.2%	64.3%	7.1%	0.0%	100.0%
313 Airport Officer ; Crew Control Officer/Crew Operations Officer 機場主任；機組人員運作主任	97	0.0%	0.0%	68.1%	31.9%	0.0%	0.0%	100.0%
314 Traffic Officer 交通事務主任	28	0.0%	0.0%	61.1%	38.9%	0.0%	0.0%	100.0%
315 Travel Agency Clerk ; Reservation and/or Ticketing Clerk 旅行社文員；訂位及／或票務部文員	4 824	0.0%	0.0%	6.8%	40.7%	52.5%	0.0%	100.0%
316 Visa Clerk 簽證部文員	209	0.0%	0.0%	0.5%	31.1%	68.4%	0.0%	100.0%
317 Sightseeing Guide ; Tourist Guide (Inbound) 觀光導遊；導遊（入境旅遊）	549	0.0%	0.0%	0.5%	59.6%	39.9%	0.0%	100.0%
318 Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員；電腦操作員；用戶支援員	310	0.0%	0.7%	8.8%	71.2%	19.3%	0.0%	100.0%
319 Tour Escort ; Escort Guide (Outbound) 領隊；領隊兼導遊（出境旅遊）	1 620	0.0%	0.0%	2.7%	59.3%	38.1%	0.0%	100.0%
320 Travel Consultant 旅遊顧問	2 316	0.0%	0.0%	11.3%	44.0%	44.7%	0.0%	100.0%
321 Cruise Consultant 郵輪顧問	173	0.0%	0.0%	12.7%	11.0%	76.3%	0.0%	100.0%
322 Meetings, Incentives, Conventions and Exhibitions Coordinator 會議、展覽及獎勵旅遊統籌員	601	0.0%	2.0%	2.3%	90.3%	5.3%	0.0%	100.0%
323 Coach Driver 旅遊車司機	122	0.0%	0.0%	0.0%	16.4%	69.7%	13.9%	100.0%
324 Airline Reservation and ; or Ticketing Clerk 航空公司訂位及；或票務部文員	142	0.0%	0.0%	4.9%	66.9%	28.2%	0.0%	100.0%
326 Marketing/Public Relations Assistant ; Digital Marketing Assistant 市場拓展／公共關係助理；數碼營銷助理	427	0.0%	1.4%	2.6%	51.4%	44.5%	0.0%	100.0%
399 Others (Clerical / Operative Level) 其他（文員／操作工級）	279	0.0%	0.0%	0.0%	69.8%	30.2%	0.0%	100.0%
Sub-total 小計	30 992	0.0%	0.4%	18.8%	40.0%	40.8%	0.1%	100.0%

**Table 4: Percentage Distribution of Preferred Education Level of Employees**  
**表4：僱員宜有的教育程度及分布**

Job Title 職稱	Total no. of employees 僱員人數	Education level 教育程度						Overall 總計
		Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree 副學位	Diploma/ Certificate 文憑/ 證書	Secondary 4 to 7 中四至 中七	Secondary 3 or below 中三或 以下	
<b>Secretarial/Others 秘書／其他員工</b>								
401 Executive Secretary ; Secretary ; Typist 行政秘書；秘書；打字員	284	0.0%	6.5%	11.9%	28.9%	52.7%	0.0%	100.0%
402 Office Assistant ; Messenger 辦公室助理員；信差	431	0.0%	0.0%	1.4%	6.8%	67.6%	24.2%	100.0%
499 Others (Secretarial / Others) 其他（秘書／其他員工）	28	0.0%	0.0%	0.0%	46.4%	53.6%	0.0%	100.0%
Sub-total 小計	743	0.0%	2.0%	4.6%	15.2%	62.5%	15.8%	100.0%
Total 總計	42 111	0.2%	12.9%	19.1%	34.6%	32.8%	0.4%	100.0%

Table 5: Percentage Distribution and Rank of Training Provided to Employees in the Past 12 Months

表5：過去十二個月機構內僱員曾接受的培訓課程分布及排名

## (a) Airline Companies 航空公司

Training 訓練	Managerial/ Professional Level 經理／專業人員級		Supervisory/ Technical Level 督導／技術員級		Clerical/ Operative Level 文員／操作工級		Secretarial/Others 秘書／其他員工	
	Percentage 百分比	Rank 排名	Percentage 百分比	Rank 排名	Percentage 百分比	Rank 排名	Percentage 百分比	Rank 排名
<b>A. Managerial Skills 管理技巧</b>								
(i) Business and Financial Strategic Planning, Implementation and Evaluation 業務及財務策略規劃、推行及檢討	19.5%	4	5.0%	10	0.0%	-	0.0%	-
(ii) Human Resources Management 人力資源管理	11.5%	6	5.0%	10	0.0%	-	0.0%	-
(iii) Sales and Marketing Strategic Planning, Implementation and Evaluation 銷售及市場策略規劃、推行及檢討	28.7%	1	17.5%	3	3.9%	9	0.0%	-
(iv) Supervisory Techniques, Leadership Skills 督導管理、領導技巧	28.7%	1	23.8%	1	0.0%	-	0.0%	-
(v) Risk Management 風險管理	25.3%	3	17.5%	3	1.3%	11	2.6%	4
<b>B. Professional Skills 專業技能</b>								
(i) Airline and Airport Operations 航空公司及機場營運	12.6%	5	23.8%	1	21.1%	4	0.0%	-
(ii) Airline Catering 航空膳食	2.3%	13	5.0%	10	0.0%	-	0.0%	-
(iii) Ticketing and Reservation System 票務及預訂系統	1.1%	14	15.0%	6	25.0%	3	2.6%	4
(iv) Travel Insurance 旅遊保險	0.0%	-	2.5%	13	3.9%	9	0.0%	-
(v) Information Technology 資訊科技	6.9%	9	10.0%	8	9.2%	6	2.6%	4
<b>C. Generic Skills 通用技巧</b>								
(i) Service Attitude/Customer Service 服務態度／顧客服務	9.2%	8	16.3%	5	39.5%	1	10.5%	2
(ii) Communication 溝通	11.5%	6	13.8%	7	36.8%	2	2.6%	4
(iii) Problem Solving 解決疑難	5.7%	10	10.0%	8	21.1%	4	13.2%	1
<b>D. Language 語言</b>								
(i) Putonghua 普通話	3.4%	12	2.5%	13	6.6%	7	0.0%	-
(ii) English 英語	5.7%	10	2.5%	13	5.3%	8	5.3%	3
Number of companies with such level of staff 具有此職級員工的公司數量	87		80		76		38	



Table 5: Percentage Distribution and Rank of Training Provided to Employees in the Past 12 Months

表5：過去十二個月機構內僱員曾接受的培訓課程分布及排名

## (b) Travel Agents and Airline Ticket Agents 旅行社及航空票務代理

Training 訓練	Managerial/ Professional Level 經理／專業人員級		Supervisory/ Technical Level 督導／技術員級		Clerical/ Operative Level 文員／操作工級		Secretarial/Others 秘書／其他員工	
	Percentage 百分比	Rank 排名	Percentage 百分比	Rank 排名	Percentage 百分比	Rank 排名	Percentage 百分比	Rank 排名
<b>A. Managerial Skills 管理技巧</b>								
(i) Business and Financial Strategic Planning, Implementation and Evaluation 業務及財務策略規劃、推行及檢討	1.5%	7	0.9%	13	0.0%	-	0.0%	-
(ii) Human Resources Management 人力資源管理	2.7%	5	2.1%	9	0.0%	-	0.0%	-
(iii) Sales and Marketing Strategic Planning, Implementation and Evaluation 銷售及市場策略規劃、推行及檢討	7.0%	1	4.0%	5	0.3%	12	0.0%	-
(iv) Supervisory Techniques, Leadership Skills 督導管理、領導技巧	6.6%	2	4.1%	4	0.0%	-	0.0%	-
(v) Risk Management 風險管理	4.8%	3	2.2%	8	0.1%	13	1.1%	4
<b>B. Professional Skills 專業技能</b>								
(i) Inbound Tour-guiding 入境導遊	0.0%	-	0.1%	16	1.2%	8	0.0%	-
(ii) Outbound Tour-escorting 出境領隊	0.4%	13	0.3%	15	0.9%	9	0.7%	7
(iii) Convention and Exhibition Management 會議及展覽管理	0.2%	15	0.7%	14	0.5%	10	0.0%	-
(iv) Travel Consultancy 旅遊顧問	1.2%	8	6.8%	1	11.7%	2	0.0%	-
(v) Ticketing and Reservation System 票務及預訂系統	0.5%	12	4.0%	5	12.2%	1	0.7%	7
(vi) Travel Insurance 旅遊保險	1.8%	6	1.6%	10	3.0%	6	1.1%	4
(vii) Cruise Consultancy 郵輪顧問	0.3%	14	1.0%	12	0.4%	11	0.7%	7
(viii) Information Technology 資訊科技	0.6%	10	1.1%	11	1.5%	7	1.1%	4
<b>C. Generic Skills 通用技巧</b>								
(i) Service Attitude/Customer Service 服務態度／顧客服務	0.7%	9	2.3%	7	6.0%	3	4.4%	2
(ii) Communication 溝通	2.8%	4	4.6%	3	5.3%	4	1.8%	3
(iii) Problem Solving 解決疑難	0.6%	10	4.7%	2	4.4%	5	5.5%	1
<b>D. Language 語言</b>								
(i) Putonghua 普通話	0.0%	-	0.0%	-	0.0%	-	0.0%	-
(ii) English 英語	0.0%	-	0.0%	-	0.1%	13	0.0%	-
<b>Number of companies with such level of staff 具有此職級員工的公司數量</b>	<b>953</b>		<b>1 037</b>		<b>2 187</b>		<b>271</b>	

Table 5: Percentage Distribution and Rank of Training Provided to Employees in the Past 12 Months

表5：過去十二個月機構內僱員曾接受的培訓課程分布及排名

## (c) Sizeable Meetings, Incentives, Conventions and Exhibitions Companies 大型會議展覽及獎勵旅遊公司

Training 訓練	Managerial/ Professional Level 經理/專業人員級		Supervisory/ Technical Level 督導/技術員級		Clerical/ Operative Level 文員/操作工級		Secretarial/Others 秘書/其他員工	
	Percentage 百分比	Rank 排名	Percentage 百分比	Rank 排名	Percentage 百分比	Rank 排名	Percentage 百分比	Rank 排名
<b>A. Managerial Skills 管理技巧</b>								
(i) Business and Financial Strategic Planning, Implementation and Evaluation 業務及財務策略規劃、推行及檢討	37.5%	1	12.5%	2	0.0%	-	0.0%	-
(ii) Human Resources Management 人力資源管理	12.5%	4	12.5%	2	0.0%	-	0.0%	-
(iii) Sales and Marketing Strategic Planning, Implementation and Evaluation 銷售及市場策略規劃、推行及檢討	12.5%	4	12.5%	2	12.5%	5	0.0%	-
(iv) Supervisory Techniques, Leadership Skills 督導管理、領導技巧	25.0%	3	37.5%	1	0.0%	-	0.0%	-
(v) Risk Management 風險管理	37.5%	1	12.5%	2	0.0%	-	0.0%	-
<b>B. Professional Skills 專業技能</b>								
(i) Inbound Tour-guiding 入境導遊	0.0%	-	0.0%	-	0.0%	-	0.0%	-
(ii) Outbound Tour-escorting 出境領隊	0.0%	-	0.0%	-	0.0%	-	0.0%	-
(iii) Convention and Exhibition Management 會議及展覽管理	12.5%	4	12.5%	2	25.0%	3	0.0%	-
(iv) Travel Consultancy 旅遊顧問	0.0%	-	0.0%	-	0.0%	-	0.0%	-
(v) Ticketing and Reservation System 票務及預訂系統	0.0%	-	0.0%	-	0.0%	-	0.0%	-
(vi) Travel Insurance 旅遊保險	0.0%	-	0.0%	-	0.0%	-	0.0%	-
(vii) Cruise Consultancy 郵輪顧問	0.0%	-	0.0%	-	0.0%	-	0.0%	-
(viii) Information Technology 資訊科技	12.5%	4	12.5%	2	12.5%	5	12.5%	4
<b>C. Generic Skills 通用技巧</b>								
(i) Service Attitude/Customer Service 服務態度/顧客服務	0.0%	-	0.0%	-	50.0%	1	25.0%	2
(ii) Communication 溝通	0.0%	-	12.5%	2	37.5%	2	37.5%	1
(iii) Problem Solving 解決疑難	12.5%	4	12.5%	2	12.5%	5	25.0%	2
<b>D. Language 語言</b>								
(i) Putonghua 普通話	12.5%	4	12.5%	2	12.5%	5	0.0%	-
(ii) English 英語	12.5%	4	12.5%	2	25.0%	3	12.5%	4
<b>Number of companies with such level of staff 具有此職級員工的公司數量</b>	<b>8</b>		<b>8</b>		<b>8</b>		<b>8</b>	

*Note:*

Percentages are calculated on the basis of total number of companies with such level of staff